

CHEMIST & DRUGGIST

The newsweekly for pharmacy

January 10, 1987

a Benn publication

PSNC still up
in the air on
Regulations

Alan Nathan
warns of hidden
dangers in
Green Paper

AIDS mailing
underway

C&D interviews
PGC chairman
Ian Mullen

The City scandal —
Will Underwoods
director go?

Selling in,
selling out —
merchandising



Nothing smells like Simple.

Scratch the picture lightly, press your nose to the page and take a good sniff.

Can you smell anything? No, of course you can't.

All our products are free from artificial perfume and colouring, which is why they're ideal for sensitive skin.

This point is being hammered home by our new £1.3 million TV campaign. A campaign that will appear on TV screens throughout the country for an entire year, and create enough demand to guarantee you profit.

So stock the Simple range in depth and install a cash register with deeper drawers.

This way, the only smell to permeate your shop will be the sweet smell of success.

NOT PERFUMED · NOT COLOURED · JUST KIND



EXTRA SAFETY IN NUMBERS

More and more of today's men and women are turning to the condom.

A fact reflected across the Durex range where 12-packs now account for over 75% of sales and Nu-form Extra Safe is firmly established as Britain's best-selling brand.

Nu-form, with its spermicidal lubricant is reassuringly reliable. And the obvious



**nu-form
extra safe**
With spermicidal
lubricant for extra protection

convenience of a larger pack makes the introduction of Nu-form in 18's a natural step-forward.

Distinctively packaged, and in their own display unit, Nu-form 18's will be available from January with a special customer holiday competition.

Now people will really be counting on Nu-form Extra Safe.

18 PACK

DUREX and NU-FORM EXTRA SAFE are Trade Marks of LRC Products Ltd
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COMMENT

The recent Court action by the DHSS against Roussel Laboratories and a director, in which they were found guilty of attempting to mislead the medical profession with advertisements for Surgam, reflects badly on both the company and the pharmaceutical industry (*C&D*, January 3, p4). And it compounds the poor end-of-year industry image conjured up in the minds of the cynical by the suspension of Bayer UK from membership of the Association of the British Pharmaceutical Industry, following an investigation into sales promotion practices employed by the company. Neither industry nor pharmacy can afford to lose face with the public, nor should it be necessary to do so.

The reasons for such lapses are largely commercial. Pharmaceutical companies, like any others, are committed to making profits for their shareholders while developing and promoting products within the law and the constraints of any voluntary industry code. For the



most part the pharmaceutical industry performs superbly, given that the cost and the difficulty of innovating, testing, licensing and marketing medicines is almost boundless. And given, also, that the Government has often turned the pricing screw too tight in an effort to "save money" and provide a "cost effective service to the taxpayer". The ABPI and the Government rightly released that pressure somewhat last October in the revision of the Pharmaceutical Price Regulation Scheme, thus removing the temptation to err from an ethical and right-minded development and promotional track. The "bending of the rules" that may be

acceptable in some circles can never be condoned in pharmacy and medicine where human life itself is the butt of any sharp practice.

Self-regulation should be the key for a responsible industry, and can and should work. And if the industry is to be allowed a state-of-the-art defence against third party claims for damages under the new strict liability legislation, then it must keep its house in order.

The ABPI is making strenuous efforts to raise the PR profile of the industry through national Press advertising coupled with some "trade" advertising to health professionals. Its good news far outweighs the bad, but the bad news can too easily grasp a headline and will continue to — health matters are increasingly in the public eye. Industry must make sure its Association has plenty of good news (and no bad) to spread abroad. It must also pull together in such pithy matters as original pack dispensing if it is to be effective and deliver the best prescription.

PSNC still awaits DHSS verdict on regulations

The Pharmaceutical Services Negotiating Committee is still waiting to find out whether the Regulations to bring in the new contract in England and Wales will include a cut-off date.

PSNC representatives and the DHSS met just before Christmas, and, while the financial arrangements have been finalised, the Committee awaits the Department's response to its suggestions and alterations to the Regulations, chief executive Alan Smith told C&D. An

answer has been promised for the full PSNC meeting on January 13 and 14.

PSNC is concerned that, while in England and Wales the Department has yet to agree to a cut off date, after which an application must go through the "necessary or desirable" procedure, the Scottish version of the contract (C&D December 20/27 p101) has just such a date.

After PSNC has considered its response, the whole package will be put to the rescheduled LPC Conference on February 8.



Data Sheets not good enough

Standard information for prescribers on drugs comes in generous quantities but has important gaps, is generally ill-presented and is difficult to use, according to a leading clinical pharmacologist.

Dr Andrew Herxheimer of the Department of Clinical Pharmacology and Therapeutics, Charing Cross Medical School, and editor of the *Drug and Therapeutics Bulletin*, says in an article in *The Lancet*, that doctors need non-partisan information and cannot rely on promotional literature. There is a dearth of comparative information, he says.

He is critical of the Data Sheets being produced by the industry, which, he says,

do not give the right information. On dosage, how variable is the correct dose between patients? What is the meaning of the recommended maximum dose? If a dose range is given, how is it to be used?

Warnings, precautions and adverse effects are conscientiously listed but without estimates of the frequency of occurrence, Dr Herxheimer says. What is the precise meaning of "Should be used with caution," and "check . . . at regular intervals"? He continues: "Companies should take pride in the provision of complete and well-arranged information about their products."

Dr Herxheimer also says that doctors get no help with what to tell the patient.

Under new powers provided by the Drug Trafficking Offences Act 1986, courts are now able to freeze a suspected trafficker's assets in advance of a trial and they will be required to confiscate any proceeds a trafficker has gained from dealing.

AIDS leaflets now on display

Pharmacists should by now have received leaflets on AIDS for display in the "Health care in the High Street" stands.

The leaflets, prepared by the Health Education Council, were sent out this week to community pharmacists in England, Wales and Northern Ireland, and to about 700 hospital pharmacies in England and Wales. Distribution to 23 million households of the Government's leaflet on the risk of catching AIDS will start on January 12.

Amyl nitrite in the dock, again

The Advisory Council on the Misuse of Drugs will reconsider whether amyl nitrite and other alkyl nitrites ("poppers") should be controlled under the Misuse of Drugs Act 1971.

Home Office Minister Mr David Mellor told the House of Commons the Council would determine if there are now sufficient grounds to justify this. In 1984 the Council decided against such action.

PPA trial 'live'

The trial to assess the feasibility of direct prescription pricing using dispensary computer labelling machines is now up and running. Networking problems last November have been sorted out (see C&D November 15, 1986, p830).

By the end of this week the last of the ten pharmacies involved in the trial should be put on-line to the Prescription Pricing Authority.

Original plans had 18 pharmacies in the trial but the delay has meant that only ten could be included. There are four using equipment from John Richardson Computers, four using Unichem's equipment and two using Vestric's equipment. Three of the pharmacies are in Wigan, one is in Newcastle, one is in Northumbria, two are in Hertfordshire, one is in Liverpool, one is in Hereford and Worcester and the tenth is in North Wales.

A spokesman for consultants Arthur Andersen, who are co-ordinating the trial, told C&D that the trial would still finish at the end of February as planned, and a report made to the DHSS on the feasibility of the scheme by Easter.

Nathan issues health warning

"Pharmacists should beware of a Government that looks like a benevolent uncle," says Pharmaceutical Society Council member Alan Nathan.

The Government's Green Paper on primary health care makes "ominous reading," Mr Nathan says. "It is a cunning document. It disarms us with flattery about our invaluable role in the community, and interlaces this with recommendations which would mean that our control over the heart of our profession and income — dispensing and the sale of P medicines — would be severely weakened."

Mr Nathan urges the profession not to let its leaders play right into the Government's hands in its response to this "mafia style offer you can't refuse".

He says that the Green Paper carries the implication — "allowing pharmacists to delegate to assistants some of their present responsibilities for the dispensing of prescriptions" — that dispensing no longer requires professional skills. "My fear is that they would then be able to argue that a pharmacist was not necessary in every premises," Mr Nathan explains.

On the classification of medicines he says that if the Green Paper wording — "it is important that the system does not impose unnecessary restrictions and make it more difficult than need be for patients



Mr Yang Haibo (second left), the Chinese Minister of Education, visits Napp Laboratories in Cambridge just before Christmas. Mr Haibo was on a UK mission to review the relationship between industry and education. Also in the picture (left to right) Professor Qin Guanlin, director of China's Department of Science, Napp's managing director Paul Manners, and production director Gordon Nicol

to get the medicines they require" — is not a hint that the Government wants to deregulate at least some 'P' medicines, "then I don't know what is."

Mr Nathan says that if pharmacists to leave their shops, allowing P medicines to be sold in their absence, would give the Government ammunition for such a change. As the "extended role" grows, he sees the need for pharmacies undertaking such services to employ, increasingly, part-time pharmacist cover.

As for costing: "If we cannot expect the cost to be borne directly by the recipient of the service, then we should be asking the Government, through the Pharmaceutical Services Negotiating Committee, to pay us for it," he says.

"The 'extended role' seems to me to be an argument in favour of a second pharmacist and an allowance for one, rather than abandoning our premises, and opening the door to the loss of our professional rights."

more than ease the symptoms of piles. And no "cure" claims will be allowed.

■ To avoid giving offence, advertisements must approach the subject with tact. Visual representations, whether actual or diagrammatic, are not acceptable. Verbal descriptions should be confined to the words "haemorrhoids" and "piles".

Up and running

Numark have now established their five regional franchise committees to provide a forum for Numark chemists to discuss the organisation (C&D October 4 p589).

The five regional committees — Southern (including East Anglia), Midlands and South Wales, North and North Wales, Scotland, and Northern Ireland — met just before Christmas and are expected to meet every three months or so. The names of members from each area are available from Mrs P. Tarr, at ICML, 51 Boreham Road, Warminster, Wilts BA12 9JU (tel 0985 215555).

Medicines only 0.5pc of '85 cash

The average household spent 84p a week on medicines and surgical goods in 1985, representing 0.5 per cent of their total expenditure.

NHS charges accounted for 12p, payment for NHS spectacles 5p, and medicines, lotions, surgical goods, dressings and appliances not on the NHS accounted for 67p. The total spent in 1984 was 72p.

More than twice as much was spent on toilet requisites and cosmetics, with the average household spending £1.90 (£1.69 in 1984). The breakdown was cosmetics such as face cream, lipsticks 90p, toilet soap other than shaving soap 13p, toilet paper 34p and other toilet requisites such as shaving soap, razors, toothpaste, etc 53p. The average household spent 59p a week on photographic and optical goods, and 16p on non-NHS spectacles.

The biggest spenders were in the South East where the average household spent 92p per week on medicines, £2.07 on toiletries and £1 on optical and photographic goods. Department of Employment "Family Expenditure Survey 1985" (HMSO £15.50).

Any takers?

The Industrial Pharmacist Section of the Federation Internationale Pharmaceutique is again offering a \$1,000 expenses award for a young industrial pharmacist to participate in The Hague Congress in Amsterdam in September.

Applications to present personal communications on an industrial subject are invited from pharmacists with less than four year's experience on September 1, 1986. They must be submitted, by May 1, to Dr M. Schrenzel, Laboratories Sauter SA, 1211 Geneva 28, Switzerland.

□ The 1987-88 Psoriasis Association Josie Bradbury Travel Award, of £800, will be made to any professional for work relevant to the understanding and treatment of psoriasis. Details from 7 Milton Street, Northampton NN2 7JG.

The Medicines (Chemical Sterilants) Order 1986 (SI 1986 No 2177, HMSO £0.45) excludes from the Medicines Act 1968 chemical substances used to sterilise animals which are neither domesticated nor held in captivity. The Order came into effect on January 8.

Piles set for TV exposure?

Television advertisements for products for the treatment of haemorrhoids may be just around the corner, following a lifting of the ban by the Independent Television Companies Association.

Any advertisements must adhere to a set of guidelines, drawn up by the ITCA following comments by the Independent Broadcasting Authority and its advertising Advisory Committee. The guidelines are:

- All advertisements must contain the words "When your doctor had diagnosed haemorrhoids/piles" or words that are equally unambiguous. The ITCA says that this is because bleeding which appears to be caused by haemorrhoids can sometimes be a symptom of cancer, so the advice of a doctor should always be sought at the outset.
- No advertisement may claim to do

Allergy clinics in the spotlight

Allergy clinics offering services direct to the public cannot always be relied upon for their results and should be subject to some sort of control, according to this month's *Which?* magazine, published by the Consumers' Association.

Which? looked at five "clinics". Each was sent two samples of hair or blood from each of 18 volunteers, and each sample was sent under a different name.

In general, says *Which?*, test results showed a large number of discrepancies. The two sets of advice one volunteer was given from the same clinic was typical: one said he had no food allergy, the other said he was allergic to 14 different foods.

The labs advise avoidance of foods suspected of causing problems as part of the "treatment". But *Which?* warns that cutting foods can cause nutritional problems and that drastic changes should be made only under medical supervision. *Which?* found that Larkhall Laboratories were the only clinic to include such a warning with advice.

Which? explains that a "true" allergy is brought about by the host's immune system failing to differentiate between the food and harmful substances. Food intolerance, on the other hand, does not involve the immune system. Similarly, lactose intolerance is caused by an inability to digest the food. Other problems can be psychological. Among the allergy clinics tested *Which?* says that only Larkhall Laboratories make a distinction between food allergy and intolerance.

Which? says that because anyone can set up an allergy "clinic" there is no guarantee that the tests and recommended treatments will be handled by a suitably qualified person, or that the tests will be accurate and reliable.

NEC bound in '88

Interphex, the biennial exhibition for the pharmaceutical, toiletries and cosmetics industries, is moving to the National Exhibition Centre in Birmingham in 1988.

Lack of exhibition space in Brighton this year coupled with the news that the Brighton Centre, with over 1,000 sq m of space, is unavailable in 1988, meant the decision to relocate was inevitable, say organisers Cahners Exhibitions. Dates for the 1988 event have been announced as November 22-25.



While driving through the outskirts of Almeria, southern Spain, pharmacist Tony Davies was fascinated by the way local residents expressed their need for a pharmacy. Mr Davies, a director of B.G. Glover Ltd, Sheffield, comments that if people in the UK were able to perceive so clearly pharmacy's contribution to the community there would be no need for expensive public relations campaigns

More PL(PI)s

The following Product Licences (Parallel Importing) have been notified to C&D since our June 28, 1986 supplement.

Aeropax (International) Ltd, trading as Stephar BV

PL/4259/0130	Clomid	Clomiphene citrate 50mg
PL/4259/0205	Lursselle	Probucol 250mg

Alan Pharmaceuticals Ltd

PL/5401/0114	Voltarol Retard	Diclofenac sodium 100mg
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API (Suppliers) Ltd

PL/5848/0091	Lomundal spinicap	Sodium cromoglycate BP 20mg
PL/5848/0030	Parlodel 10mg	Bromocriptine mesylate 11.47mg
PL/5848/0197	Trandate 100mg tablets	Labetalol hydrochloride 100mg
PL/5848/0199	Trandate 200mg tablets	Labetalol hydrochloride 200mg

Dowelhurst Ltd

PL/5662/0063	Rivotril 2mg	Clonazepam 2mg
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Eurochem Ltd

PL/5513/0222	Nensone pomade	Diflucortolone valerate 0.1%
PL/5513/0243	Primolut N	Norethisterone 5mg

Grange Pharmaceuticals Ltd

PL/3611/0105	Canesten cream	Clotrimazole 1% w/w (pharmacy medicine)
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Interport Ltd

PL/6176/0083	Salazopyrine	Sulphasalazine 500mg
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Martonland Ltd, trading as Martons Pharmaceuticals

PL/5571/0149	Kinidine Durettes	Quinidine bisulphate 250mg (= 200mg quinidine sulphate BP) Levodopa 100mg, benserazide hydrochloride 28.5mg = 25mg base
PL/5571/0153	Madopar 125	

P.R. Schaffer

PL/5747/0020	Aldomet 250	Methyldopa 283mg (= anhydrous methyldopa 250mg)
PL/5747/0021	Aldomet 500	Methyldopa 566mg (= anhydrous methyldopa 500mg)
PL/5747/0001	Daktacort	Miconazole nitrate 2% w/w, hydrocortisone 1% w/w
PL/5747/0024	Eusaprim	Trimethoprim 80mg, sulphamethoxazole 400mg
PL/5747/0025	Eusaprim Forte	Sulphamethoxazole BP 800mg, trimethoprim BP 160mg

PL/5747/0004	Imodium	Loperamide hydrochloride 2mg
PL/5747/0008	Indocid 25	Indomethacin 25mg
PL/5747/0031	Modamide 5	Amiloride hydrochloride 5.68mg (= 5mg base)
PL/5747/0027	Moducren	Timolol maleate 10mg, hydrochlorothiazide 25mg, amiloride hydrochloride 2.5mg
PL/5747/0032	Nolvadex	Tamoxifen citrate 15.2mg (= tamoxifen 10mg)
PL/5747/0007	Voltaren A Liberation	Diclofenac sodium
	Prolongee	100mg
PL/5747/0006	Voltaren 50	Diclofenac sodium 50mg
PL/5747/0016	Zyloric 100	Allopurinol BP 100mg
PL/5747/0017	Zyloric 300	Allopurinol 300mg

M.K. Shah Pharmacy

PL/5036/0117	Adalat Retard	Nifedipine 20mg
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Whitworth Pharmaceuticals

PL/4423/0136	Gaviscon liquid	Sodium alginate 250mg, sodium bicarbonate 133.5mg, calcium carbonate 80mg in 5ml
PL/4423/0144	Vermox suspension	Mebendazole 20mg in 5ml
PL/4423/0089	Vermox 100mg tablets	Mebendazole 100mg

Anyone for golf?

The challenge to become Unichem Colgate-Palmolive pharmacist golfer of the year will be held at the Fulford GC in York on September 16. Entrants should send lowest gross scores recorded between now and June, with official club handicaps, to Bill Hart, *Unichem House, Cox Lane, Chessington*.

Average cost of prescriptions dispensed by chemists and appliance suppliers in Scotland in September were:

	Pence
Ingredient cost	423.2
Oncost	56.1
Dispensing fee	45.2
Interim allowance	9.0
Container allowance	3.8
Other miscellaneous cost	1.9
Gross cost	539.2
Less charges	40.1
Net cost	499.1
Total prescriptions:	3,038,870

by Xrayser

A longer list from the Tories?

Two carefully worded statements by Health Minister Tony Newton have been interpreted by some commentators as preparing the ground for an extension of the limited list if the Conservatives win the next election.

In written answers to Tory backbencher Robert Jackson on December 19, Mr Newton says the Government has "no plans to introduce compulsory generic substitution", but, asked whether the Government planned to add new categories to the limited list, Mr Newton said: "We have no present plans to extend the selected list scheme."

US Judge clears Debendox

A US federal judge has overturned a jury verdict that Merrell-Dow's Bendectin (Debendox) caused the birth defects of a ten-year old girl.

In his ruling, Judge Thomas Penfield, of the District of Columbia, said; "On the basis of the evidence presented at this trial, no reasonable jury could find that this infant plaintiff's birth defects were more likely than not to have been caused by her intrauterine exposure to Bendectin."

Merrell-Dow do not now have to pay the \$1.16m originally awarded to the child and her parents by the jury, who had originally found that Bendectin was neither defective nor unfit, and Merrell-Dow not negligent.

Fair deal

When the Commons resumes on Monday the Government will come under strong pressure to guarantee diabetics the same priority as drug addicts in any scheme providing free disposable syringes.

Labour leader Neil Kinnock has thrown his authority behind the campaign to secure fair treatment for diabetics. While accepting the need for effective measures to prevent the spread of the AIDS virus, he maintains that "common justice" demands that the 200,000 or so diabetics in Britain should not have to continue to pay for disposable syringes.

To those who serve . . . thanks

It is customary at the beginning of another year to review the past one, and if you have pretensions, make shrewd guesses as to what you think may happen in the future. Don't worry. You are quite safe. I haven't the nerve to try, with so many imponderables to cloud the vision.

As for the events of 1986? Frankly one long disappointment with the enforced postponement of our new contract precipitating the very thing it was designed to prevent, namely the flood of leapfroggers. Any view of what is left will have to be looked at closely by our contractor representatives. Since we have set up PSNC and paid professionals to run the office and negotiate, we have a right to ask them to lay out the benefits, if any, to be obtained from a new contract.

It would be naive to think a Government determined to institute competitive tendering in many fields of public services should calmly give us more for the asking, without being convinced of the value of what we are providing. Because the contract is granted to anyone who wants one, the cohesion which characterises most professions is lacking in ours. Because the contract is not held by the pharmacist, despite the fact that it cannot operate without one, the contractors' negotiating body is hamstrung by the diversity of interests among its constituent members.

As a result, much of the exasperation among pharmacists at the lack of apparent success of PSNC shows itself as cruel and unjustified criticism of that body. Without any power behind it, no genuine dedicated commitment of a united membership, its only role is that of persuader. I'm not sure if in the end, it may be in a better position than a powerful union flexing its inflexibility to bring about a damaging confrontation.

We should be grateful for the foresight of those who set up PSNC. In my time I have served on various committees, and I know how difficult it is to find the time, apart from that needed to run a business, and lead any kind of domestic or social life, to take responsibility for the weighty matters of national office.

I used to look at some of the people "thrown up" as our leaders with something like derision. "What do they want?" I found myself asking, because I found it hard to believe anyone would give up so much time unless it was for gain. But as I became involved myself, I met many of them and came to accept they gave up their time

because they wanted to do something for their profession. I recognised I had neither their calibre nor dedication, nor the time or money. But to those who do serve us now let me say for all of us, "Thank you". To one in particular — probably the most abused and almost certainly the one who has done more than any other to promote a nationwide recognition of the value of pharmacy — has come this year a formal recognition long overdue. David Sharpe has received an OBE. Congratulations — and thanks.

Let me go on. If, as I fear, our more sanguine hopes of the new contract and Nuffield recommendations are disappointed, we are going to need more than ever the down-to-earth commonsense and realism which David Sharpe has brought to our politics. It would be a great pity if he were made to feel responsible for the decisions of an obdurate Government when the only weapons we could give him were those of persuasion. Our disappointments are his. His successes ours.

Big deal!

I was surprised to receive a letter in the post, dated December 17, from Parke Davis telling me that from now on I would have to order £1,000 worth of products at a time before I would get any direct buying discount. I have to admit I am easily confused by the various names which firms use when trading with us, but does this mean the Benylin parcels which have formed a staple part of my pharmaceutical diet for so many years are to be discontinued so far as the smaller pharmacy is concerned?

Rheumatic hope

A while ago I commented on the claims which suggested evening primrose oil was an effective treatment for rheumatoid arthritis. The makers of Efamol sent me a folder giving details of the trial, from which it appears that long term treatment with 12 capsules of Efamol or Efamol Marine every day did indeed produce so marked an improvement that 60 per cent of patients were able to stop taking any NSAIDs, and a further 30 per cent could substantially reduce NSAID dosage.

Since better results were obtained from the combination of fish oil with evening primrose oil than from latter alone, it would also appear the cod liver oil sellers might have a point in their claims for relief in arthritis following routine daily doses, and might set up similar properly conducted trials? And what about osteoarthritis . . . anything for them?

RAISING PHARMACY'S IMAGE NORTH OF THE BORDER

Anyone who reckons that heading up a pharmacy negotiating body is a cushy option will get short shrift from Ian Mullen. He reckons he spent 70 out of the last 250 days of 1986 on official PGC business.

He spent five weeks out of seven in London last Autumn when the NHS (Amendment) Bill was in its final stages, lobbying MPs and peers. "It imposed a considerable burden, both on me personally and from a business point of view," he says. "When I walked into the public gallery in the Lords for the final reading, three peers nodded to me, and I realised I had spent too much time there!"

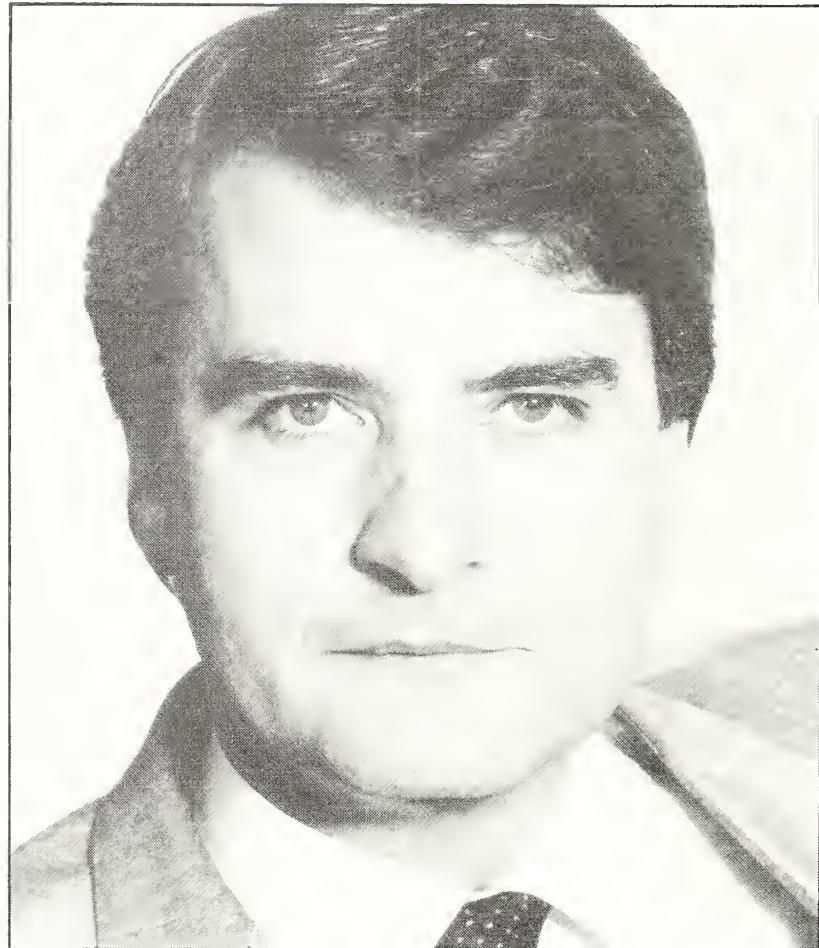
Then there is the routine work of negotiation, and deciding the policies the PGC should pursue. "The promotion of the profession in Scotland is also a very important part of our work," he says. "And there is the amount of time spent listening to grass roots opinion. It is absolutely vital to be in touch with the average pharmacist."

Ian Mullen is, of course, a contractor himself. After studying pharmacy at Heriot Watt he did his preregistration year with R. Gordon Drummond in Falkirk. "This was before the Guinness connection when it was still a small private business. I had been promised a partnership, but in the meantime the Guinness link came along and the opportunity disappeared. So I stayed a year after qualifying, but during that time I was really looking around," he says.

He set up his first business in Johnstone in 1971 (the same town, coincidentally, of the British Pharmacists Association's man North of the Border, Graeme Park, although the two have never met). It has since been sold, along with a couple of pharmacies acquired in the years following in Edinburgh. Ian Mullen now has two pharmacies opened in the last three years in Falkirk, and Smith & Bowman, in Leith Walk in Edinburgh.

The entrepreneurial side of pharmacy always appealed more than Society and local branch affairs. "I felt small pharmacies weren't being adequately represented and the people involved in the PGC at the time were all 'fat cat' pharmacists. I had two shops

Like other pharmaceutical bodies in recent years the Pharmaceutical General Council in Scotland has discovered a need to raise its public profile. Chairman Ian Mullen has found himself as the PGC's front man in what has proved to be an exceptionally busy past 12 months. While obviously enjoying the challenge, the level of commitment is high and certain sacrifices have to be made, as he told C&D recently.



then," he recalls. "I went along to 34 York Place and made an appointment to see Mark McNeil, the then secretary, and made my complaints to him. He told me if I thought I could do better I should get myself elected."

He was elected to the General Council and also the Standing Committee in 1974. The General Council approximates to the LPC Conference for English and Welsh contractors. The Standing Committee is the executive arm of the PGC and equivalent to the PSNC itself. "I should say, of course, that once I was elected I realised my previous ideas of 'fat cat' pharmacists were totally wrong!" he adds.

The past year has been something of a watershed in the way both the PGC and the PSNC have approached their public relations activities. Ian Mullen comes across as a strong supporter of PR activity, and has managed to promote the PGC to the point where he is now actively sought for informed comment. "We first got involved with the media when we were taking legal action in fighting the discount clawback. It came as something of a surprise to us that the newspapers and television were interested in what we were doing. Not only do you need to react to situations, but also use them to get continued on p34

No.1 no asterisks no ifs no buts

There's been a lot of rather rash claims lately. Claims to being No. 1 in the analgesics market. Well, we'd like to clear up the matter once and for all. Anadin is the number one best seller. The latest independent trade audit confirms – no matter which way you look at it – that Anadin sells more and is worth more than any other brand.

Over 50% more.
And we can say this without a single asterisk.



Anadin. Unqualified No.1



WHITEHALL
LABORATORIES

continued from p32

your message across," he says.

The public debate generated by the BPA over the new contract proved the need for active PR measures and it was noticeable that the PGC found it much easier to get in to print than the PSNC. At one point Ian Mullen spoke on Scottish radio stations five times in one week. He has also made several television appearances. But he points out access to the national media is more straightforward in Scotland, provided you have something effective to say.

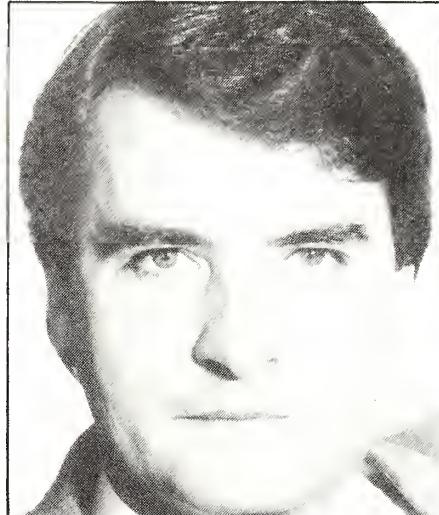
"The profession can only benefit from putting across an authoritative voice," he says. He also feels that unless the PGC comes out publicly and says what it thinks it's in danger of losing a case by default.

The intense Parliamentary lobby on the contract was another new experience in 1986. Professor Alan Thompson, ex-MP and now professor of economics and politics at Heriot Watt, has been the PGC's Parliamentary advisor since 1983. He performs the introductions, but Ian Mullen says the whole exercise depends on personal contact. "In the early days we thought you could send a letter or make a telephone call to get your point across, but we soon realised this was not particularly effective."

He feels the lobby was invaluable in putting the negotiators' point of view across, but it was a lonely job. "There is no point in going down with a large delegation. Success depends on conversation rather than deputation," he says. Despite hopes for some lessening of the PGC's workload this year, Mr Mullen does not feel the PGC will be able to retreat back into obscurity.

"One of the penalties of achieving a higher profile is that to give it up you lose credibility in all kinds of spheres. We can and are, as a Council, performing very efficiently in the current situation — better than when no one had ever heard of the PGC. But it's also important that we get our message across to Scottish contractors. We are very concerned to disseminate information efficiently and to let contractors know who we are and what we stand for," says Ian Mullen.

Much remains to be done on the new contract although no problems are anticipated to hold up an April 1 implementation date. The PGC want compensation to be as fair as possible, and the delay in implementation should not disadvantage those who wish to claim it.



'PSNC has not led us down any alleys with the contract that we would have been unhappy to go on our own'

Arrangements for determining contractors' remuneration will change along with the contract. One of the planks of the contract was a simplification of this calculation. "The surveys will have to be worked out in the early part of this year. It puts paid to those who think that with the Bill through Parliament our work is done," he says.

Concurrent with the introduction of the new contract will be an enhanced essential small pharmacy scheme. "I have a lot of personal sympathy for those running essential pharmacies, often in quite difficult conditions. There is a duty upon us to try and achieve reasonable conditions for these people," says Ian Mullen.

There are considerable differences in the funding of ESPs between England and Wales, and Scotland. Currently 50 per cent of the Scottish scheme is funded by contractors. In future it is proposed that this figure will be increased to two thirds. "Scottish ESP contractors not unnaturally feel ESPs south of the Border appear to be getting a better deal, in that their income is guaranteed. Bearing in mind there are 51 ESPs out of 1,100 contractors in Scotland and around 200 out of 10,500 in England and Wales, and that contractors there are funding a larger part of the scheme, it is clearly unrealistic to expect Scottish contractors to come up with an equivalent level of funding," says Ian Mullen. "People then ask why the Government is not prepared to fund the scheme to a greater extent, and I must say that if it is an essential pharmacy scheme the Government should

be prepared to be heavily involved. But the suggestion was made to us that if we wanted the scheme to be funded to that extent, we would have to consent to English conditions — rural dispensing and Clothier, and that, I don't think, would be acceptable."

However, the PGC is currently in negotiation on methods of improving the lot of the ESP, and also extending the scheme. A joint PGC/SHHD committee is being set up to consider whether more pharmacies might qualify for an extra allowance. The PGC has given an undertaking that pharmacies will be no worse off. But it will need the increased contractor contribution to ensure the undertaking is kept.

The Scottish version of the contract closely mirrors that negotiated by the PSNC it is perhaps surprising there is no formal collaboration between the two bodies. Ian Mullen says it can only be to the PGC's advantage, although he is adamant that Scottish contractors will jealously guard their separate NHS Act and negotiating procedure. "I have a good relationship with PSNC chairman David Sharpe which has developed over the past six months. I don't think PSNC has led us down any new contract alleys that we would have been unhappy to go on our own. We had a considerable input early on."

The Green Paper on Primary Health Care will engender a considerable amount of work, Ian Mullen feels. "Future negotiations will have to be conducted within its framework. We cannot negotiate on the basis of Nuffield because it is an independent report. But this might be an election year, and since we are apolitical we have to work with the government in power. One of the important aspects of Nuffield is that it is all party and could form a bridge to a different political administration."

The Council's approach tends to be pragmatic and looks towards realities rather than politics, Ian Mullen believes. It is with this in mind that he confesses to vague misgivings about the ability of the system to continue to throw up enough contractors who are able to make the sacrifice that the office requires. As he points out: "The commitment is very high and organisational changes have had to be made within my business, and that of my predecessor. We have to look to the future and the organisation of the PGC so that we have the widest possible choice of elected officials."

J.C. Cigar

Reynolds Direct Marketing Ltd
Tel: 062981-3393

The International perfume-3 Promotions

£1 OFF RRP £6.85, promotion price £5.85 on 18 x 30ml EDT Atomiser	FREE Attractive Travel containers free with 12 x 150gm Bath Soap	% OFF Generous discounts given on orders placed Jan, Feb, March.
-----------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------

All together-an even bigger No.1



Now, if we look at the performance of all the Anadin brands, we have an even bigger No. 1. The latest independent trade audit confirms we're 121% bigger in volume terms and 146% bigger in value terms than our closest rival.

No ifs, no buts. No asterisks.

 **WHITEHALL
LABORATORIES**

Napp use the Continus system

Napp Laboratories this week launch two new products based on their Continus patented controlled release system. Both contain established drugs — Gastrobid is a new form of metoclopramide, and DHC (below) offers an alternative to four-hourly dosing with dihydrocodeine.

Manufacturer Napp Laboratories Ltd, The Science Park, Cambridge CB4 4GW
Description White biconvex tablets with the Napp oval logo on one side, and "15mg" on the other. Each tablet contains metoclopramide hydrochloride 15mg in the patented controlled release system

Uses Restoration of normal co-ordination and tone to the upper digestive tract, and relief of symptoms of heartburn, dyspepsia, nausea and vomiting associated with reflux oesophagitis, gastritis, duodenitis and hiatus hernia. Anti-emetic for nausea and vomiting associated with cytotoxic therapy
Dosage 20 years and over One tablet

twice daily. **Under 20** Contraindicated since dosage titration is not possible
Precautions, warnings etc As for other metoclopramide preparations
Supply restrictions Prescription only
Packs Blister of 28 (£4.03 trade)
Product Licence 0337/0106
Issued January 1987

DHC Continus

Description White capsule-shaped tablets, with a scoreline on one side and "DHC 60" embossed on the other. Each tablet contains 60mg dihydrocodeine tartrate BP in the continuos system

Uses Relief of moderately severe pain in cancer
Dosage One tablet 12-hourly. Tablet should be swallowed whole. Not recommended for children
Contraindications etc As for other dihydrocodeine preparations
Supply restrictions Prescription only
Packs 56 tablets (£6.75 trade)
Product Licence 0337/0115
Issued January 1987

First generic benorylate susp

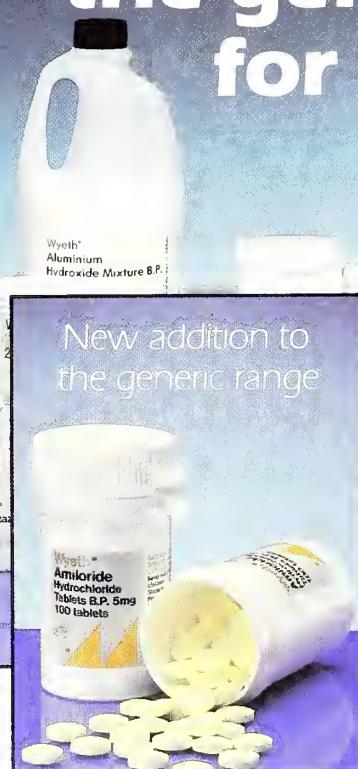
Kerfoot Pharmaceuticals are claiming a generic "first" with the introduction of benorylate suspension in litre bottles (£29.92 trade). The product is manufactured by Generics (UK) Ltd. Thomas Kerfoot & Co Ltd, Vale of Bardsley, Ashton-under-Lyne, Lancs.

Cedocard 40mg and Sulpitil

Tillotts are extending their Cedocard (isosorbide dinitrate) range with the launch of Cedocard 40mg tablets (120 £8.23) and Cedocard Retard 40mg tablets (60 £9.66).

The company are also launching Sulpitil 200mg tablets, a new brand of sulpiride, in 28s (£5.75) and 112s (£23 trade). Tillotts Laboratories, Unit 24, Henlow Trading Estate, Henlow, Beds.

WYETH the generic name for quality



If you want the best in generics, there's only one name to choose: Wyeth

Wyeth quality

Supplied to the highest standards by a major international research and manufacturing house

Wyeth service

Efficient sales support and comprehensive technical back-up

Wyeth range

A constantly expanding range of generics from the one supplier

Wyeth availability

What you want, when you want it — only a phone call away

Wyeth confidence

Wyeth: the name you can trust in generics

For further details and prices, phone our 'hotline': 06286 4377 ext 4519, or contact your local representative

WYETH*
GENERICS
 UNPARALLELED QUALITY
*trade mark



Riker Laboratories will not renew the product licence for **Durophet**. Exhaustion of stocks of 20mg capsules is imminent, but the 7.5mg and 12.5mg capsules will be available until the product is withdrawn in June. *Riker Laboratories, Morley Street, Loughborough, Leics LE11 1EP.*

Tenormin LS is now produced with a score-line on each tablet. Stuart say the change reflects requests, particularly from hospitals, to provide extra flexibility in dosage. *Stuart Pharmaceuticals Ltd, Stuart House, 50 Alderley Road, Wilmslow, Cheshire SK9 1RE.*

Amoxil 3g sachets SF (sorbitol-based sucrose-free) will replace the current sucrose-containing Amoxil 3g sachets, as stocks are exhausted. Prices are unchanged. The new packs take up less shelf space say *Bencard, Great West Road, Brentford, Middx TW8 9BD.*

Azamune (azathioprine BP) tablets 50mg will be available in foil packs each carton containing 10 strips of 10 tablets. The price will be unchanged, and bottles of 100 tablets will remain available for those who prefer them. *Penn Pharmaceuticals Ltd, Buckingham House, Church Road, Penn, High Wycombe, Bucks HP10 8LN.*

3M Health Care point out that Steri-strip skin closures, catalogue GP41, are prescribable on FP10, for personal administration by the prescriber. The company have received reports that some pharmacists are turning away such scripts. Two other sizes are available for purchase in individual envelopes, say *3M Health Care, Morley Street, Loughborough, Leics LE11 1EP.*

Cox Pharmaceuticals now have a free linkline ordering facility that enables customers to telephone orders direct to their Barnstaple headquarters free of charge. Called the Generic Link, the service, on 0800 373573, can be used to place orders for the company's range of generics or family medicines. Cox's national representative cover is unaffected. *Cox Pharmaceuticals Ltd, Widden Valley, Barnstaple, North Devon.*

Dista's Kefadol (cefamandole) injection, and Eli Lilly's **Cesame** (nabilone) capsules, **Keflin** (cephalothin), **Kefzol** (cephazolin), **Moxalactam** (latamoxef) and **Nebcin** (tobramycin) injections, **Oncovin** (vincristine) solution and **Vancocin** (vancomycin) 10g solution, previously hospital only products, have been added to wholesale and chemist price lists, say *Lilly Industries Ltd, Kingsclere Road, Basingstoke, Hants RG21 2XA.*

Hemocane for haemorrhoids

Intercare are entering the haemorrhoids relief market with Hemocane, based on lignocaine, and available in cream and suppository formulations. Both are GSL. The company claims product benefits with a comfortable applicator for internal use, and a non-staining, non-greasy, odourless formula.

The smooth, white cream, packed in 25g tubes, contains lignocaine hydrochloride BP 0.65 per cent, zinc oxide BP 10 per cent, bismuth oxide BPC (1934) 2 per cent, benzoic acid BP 0.4 per cent and cinnamic acid BP 0.45 per cent (all w/w). Intercare recommend application as required, especially morning, evening and after bowel movements.

The ivory-coloured 2g torpedo-shaped suppositories contain the same five active ingredients. Each 2g suppository contains 11mg lignocaine hydrochloride, 300mg zinc oxide, 25mg bismuth oxide, 8mg benzoic acid, and 9mg cinnamic acid. Recommended dosage is one suppository morning and night, and after bowel movements. Suppositories are foil-wrapped in packs of 12. Neither formulation is recommended for children.

To encourage trial, special price introductory packs of both cream and suppositories are available at £0.99 (RPM). The promotion is being backed by a £250,000 national Press and major magazine advertising campaign, starting mid-January. *Intercare Products Ltd, 7 The Business Centre, Molly Millars Lane, Wokingham, Berks RG11 2QZ.*

Rybar bulletin

Rybar are producing a bi-monthly bulletin, **Rybetica**, containing a miscellany of tips for the management of diabetes both in hospital clinics and general practice. It will be distributed to doctors, dieticians, nurses and pharmacists. Additional copies are available from **Rybetica, Rybar Laboratories Ltd, 30 Sycamore Road, Amersham, Bucks HP6 5DR.**

Ovustick self test

Medimar Laboratories have extended their Ovustick ovulation test range with the introduction of self test 6 kit (£27).

The kit is intended for women who have a good indication of the date of ovulation — within two days or so — but who are occasionally irregular or may have recently stopped oral contraceptives or conceived. The Ovustick self test 9 kit (£40.50) is for women with irregular and/or long cycles.

The dipstick self test kits, which are being used mainly by infertility clinics, have an LH surge guide so the woman can keep a permanent record of her ovulation timing for future reference or for discussion with her physician. The Ovustick system detects the LH surge as early as 36 hours before ovulation.

Medimar Laboratories, Sarum House, 17 The Queensway, Chalfont St Peter, Bucks SL9 8NB.

New look for Potter's Antitis

Potter's Antitis cystitis remedy has been repackaged in a yellow and black design. The tablets, containing buchu, equisetum, couchgrass, clivers, broom, uva ursi and shepherd's purse come in packs of 50 (£1.86) and 100 (£2.91). *Potter's (Herbal Supplies) Ltd, Leyland Mill Lane, Wigan, Lancs.*

On film

Crookes Products are now offering a free information video lending service to pharmacists.

The video reviews the history of pain and analgesics, in particular the role of ibuprofen in non-prescription use and its impact upon the OTC analgesic market. It is intended to provide information for the pharmacist and provide training for counter assistants. *The Nurofen Video Library, PO Box 415, Chipperfield, King's Langley, Herts.*

Whitehall Laboratories are backing Anadin with a £750,000 national television advertising campaign this month. And the company is supporting Seclodin with a £250,000 television advertising spend in the Anglia region. *Whitehall Laboratories, Chenies Street, London WC1E 7ET.*

COUNTERPOINTS



Look razor sharp with Konica

Konica have launched a new "SR-V" colour emulsion for "pure colours and bright razor sharp images" in 110, 126 and 120 formats and 135 100 ASA only.

The film has "V-timing precursors" loaded with development inhibitors in addition to improved silver halide crystals and dye couplers. The precursors result in better colour, sharpness and granularity, Konica say. And more uniform and photosensitive silver halide crystals are claimed, allowing more exposure latitude because the effective speed of the film is increased. A new V-cyan coupler is said to produce longer-lasting negatives, less susceptible to

variations in processing.

Konica SR-V 100ASA film will replace existing 136 stocks from this week — 12, £1.83; 24, £2.51; and 36, £3.19 — as well as current 120 film. The 110 and 126 now have 200 ASA SR-V emulsion — 110-12, £1.65; 110-24, £2.27; 126-12, £1.72; and 126-24, £2.39. It will be advertised locally by arrangement with Konica and nationally from Easter. *Konica UK Ltd, Plane Tree Crescent, Feltham, Middx.*

Wella are offering a 50p cash refund with proof of purchase on Colour Confidence hair streaking kit and hair lightener until January 31, 1988. *Wella Great Britain, Wella Road, Basingstoke, Hants.*

Slim-along-a chemist!

Pranavite Slim meal replacement is featuring in an advertising campaign in the New Year, in which pharmacists will play a major role, says H.t.B (UK) Ltd.

In addition to a major women's Press campaign from January to April, four free artwork versions of the advertisements used will be available for insertion in the local newspapers, and the company will meet 50 per cent of the cost. Interested pharmacists should fill in forms in Press packs they will receive shortly. The price of Pranavite Slim has been reduced to £13.25 until mid-February, says *H.t.B. (UK) Ltd, 60 Osmondthorpe Lane, Leeds LS9 9EF.*

Cotswold Herb Farm are launching four new products: Cavalry aftershave (£4.99, 200ml), a cleanser, toner and moisturiser (all £1.80, 180ml). *Cotswold Herb Farm Ltd, 24 Rectory Road, Hook Norton, Banbury, Oxon OX15 5QQ.*

IMPORTANT NOTICE TO ALL WHOLESALE AND RETAIL CHEMISTS

HONEYROSE

are pleased to announce
the appointment of

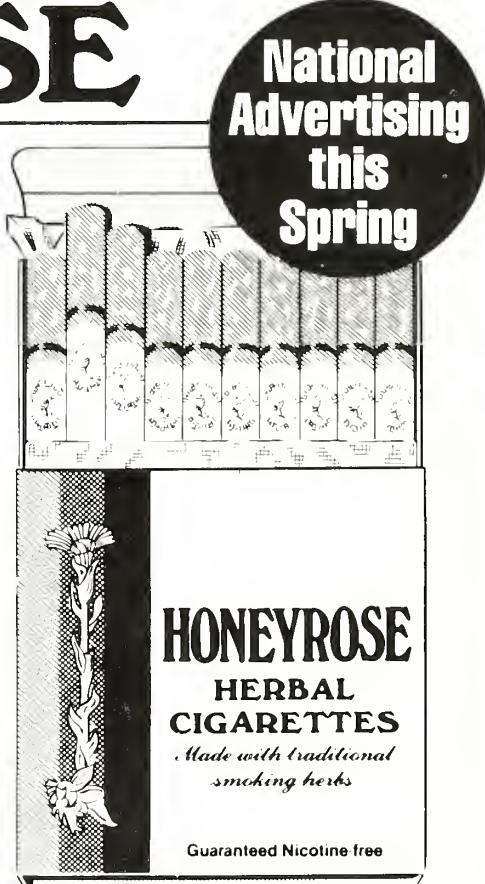
PHARMAGEN

as exclusive distributors
to the chemist trade (excl. N.I.)

All wholesale and retail orders should now be sent to:
Pharmagen Ltd., Church Road, Perry Barr,
Birmingham B42 2LD.
Tel: 021-356 0478

Honeyrose Products Ltd., Creeting Road, Stowmarket, Suffolk.

National
Advertising
this
Spring



Three for kids from Tommee

Tommee Tippee are launching three new promotions to run until the end of February.

With each purchase of disposable nappies the consumer will receive a Tommee Tippee angled fork and spoon set free. Packs are marked with a sticker highlighting the gift.

The company are offering retailers a starter pack of three of each of the bibs in their de luxe range: nursery rhyme bibs, embroidered bibs and Terry bibs. With each pack the retailer will receive, free of charge, nine feeder bibs which retail at £0.75 each.

The third promotion is designed especially for the smaller retailer. Tommee Tippee have produced a counter display box which contains six assorted teether and toys all retailing at £0.99. *Jackel International Ltd, Dudley Lane, Cramlington, Northumberland NE23 7RH.*

For baby

Mendle are introducing a baby bath and bib to their Early Days range.

The larger than usual baby bath has full-width ribbed soap tray at one end: a hole is punched in the rim for easy hanging. It is available in white, pale blue and pastel pink (£5.80).

The one size baby bib has a drip trap to catch spills, and a soft, flexible neck band with a six-position easy-to-fix fastening. Available in white it will shortly be manufactured in pale blue and pastel pink as well (£0.60). *Mendle Brothers Ltd, Wattstown, Rhondda, Mid Glamorgan CF39 0PB.*

BTA push for Kodak

The British Tourist Authority has signed a three year contract to promote Kodak products and services exclusively in the British Travel Centre in Piccadilly, London; Kodak will also benefit from wide overseas publicity for their films and cameras, says the BTA.

In addition Kodak plan to promote their free camera loan scheme in the Centre to an estimated one million visitors each year.

To promote the British Travel Centre, BTA and Kodak are launching a competition this month, offering a weekly

prize of a Kodak 35mm compact camera. The competition asks competitors to identify famous attractions and landmarks in Britain, says the BTA.

Leaflets advertising the range of services available at the travel centre will highlight the competition and free camera loan scheme. BTA says it plans to distribute 750,000 leaflets worldwide through its 26 overseas offices in 22 countries.

Baby broadcast

Robinsons baby foods will be backed by national television advertising from January 19.

The 40 second spots will run for an initial four months on TV-am, with further backing in the Press and through product sampling. Distributed by: *Colmans of Norwich, Carrow, Norwich NR1 2DD.*

Power to TV

Duracell UK will be supporting their batteries with a £1.2m national television campaign this year.

The advertisements will be shown from mid-January to mid-March. *Duracell (UK) Ltd, Duracell House, Church Road, Lowfield Heath, Crawley, W Sussex RH11 0PQ.*

For a nappy New Year

Vasogen nappy rash cream will be advertised in *Parents, Mother and Baby* and *Health Visitor* until September. All the adverts invite readers to send in for free samples. Distributed by: *Chemist Brokers, Division of Food Brokers Ltd, Milburn, 3 Copse Lane, Esher, Surrey KT10 9EP.*

Waxing flowery

Price's Candles are sponsoring the 28th festival of the National Association of Flower Arranging Societies. The 1987 festival will be held in Bournemouth International Centre from June 24-27. *Price's Candles (Distributors) Ltd, 110 York Road, Battersea, London SW11.*

The Simple range will be advertised on national television throughout 1987, in a £1.3m campaign beginning in February. *The Albion Group Ltd, 113 Station Road, Hampton, Middlesex TW12 2DY.*

Additions for the family

New Additions will be launching their sampling packages for expectant mothers from next month.

As part of a £400,000 media campaign, advertisements will appear in *Living, Family Circle* and *Good Housekeeping*, with Freepost coupons. Once these are received, the boxes are sent to the mother during the eighth month of pregnancy and then again when the baby is three months old.

The service will also be advertised nationally on radio, with a free telephone number that mothers can ring to be put on the mailing list. In addition coupons will be circulated via ante-natal clinics. The company expect to send out the first boxes in March. *New Additions plc, 2nd Floor, 16 Maddox Street, London W1R 9LE.*

ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland (central)
B Border	G Granada	Y Yorkshire
C Central	A Anglia	HTV Wales & West
CTV Channel Islands	TSW South West	TVS South
LWT London Weekend	TTV Thames Television	TT Tyne Tees
C4 Channel 4	BT TV-am	
Acaci wash cream:		
All areas, C4		
Anadin:		
All areas, C4		
Askit Powders:		
GTV, STV		
B-D digital thermometers:		
TVS, C4 (TVS)		
Benylin Day & Night:		
Y		
Benylin expectorant/paediatric:		
All areas, C4		
Brontyl:		
G		
Clairol Loving Care:		
All areas, C4(C, TVS, U)		
Complan:		
All areas		
Contac 400:		
STV, G, C, TVS, LWT, C4 (LWT, TVS, C, G, STV)		
Cream Silk conditioner:		
All areas		
Dimension shampoo:		
All areas		
Dimotapp:		
All areas		
Fisherman's Friend:		
All areas		
Flex haircare:		
All areas, C4		
Imperial Leather Gold shampoo:		
STV, G, Y, A		
Jaap's health salts:		
GTV, STV		
Kleenex Velvet toilet tissue:		
All areas		
Listerine:		
All areas		
Mac Mint:		
All areas		
Mentadent P gel:		
All areas		
Mentholyptus:		
All areas		
Night Nurse:		
All areas		
Optrex:		
All areas		
Pseudourea Babyslips:		
Bt		
Resolve:		
All areas		
Robitussin:		
All areas		
Seclodin:		
A		
Simplicity:		
All areas, C4		
Sensodyne toothpaste:		
All areas except CTV, C4		
Sinutab:		
All areas		
Timotei conditioner:		
All areas		
Vidal Sassoon:		
All areas		

COUNTERPOINTS



Tea for baby

Milupa are launching a new tea-time savoury for babies four months and older.

Garden vegetable harvest contains vegetables, wheat, modified milk, vitamins and minerals in a creamy texture. It will be supported by sampling and by advertising to mothers through the Milupa "Little experts" campaign planned to continue in a wide range of magazines. *Milupa Ltd, Milupa House, Hercules Road, Hillingdon, Middx UB10 0NE.*

Go for gold

Numark chemists are being offered a selection of nine carat gold jewellery for every eight cases of Crookes products ordered during January and February.

Special prices are available on the products featured, which include Nurofen, Strepsils, Karvol, Complete Care cream and lotion, Farley's rusks, Breakfast Timers, Complan and Famel. Jewellery on offer includes three different pairs of earrings, three necklaces and two matching bracelet and necklace sets.

Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU.

Timely offer

A free Casio watch is on offer with Tampax slender during January.

The offer is flashed on-pack and supported by POS material. Consumers have to send proofs of purchase from either four 10s packs or one 40, and the watches are available in pink or blue. The offer runs from mid-January while stocks last. *Tambrands Ltd, Dunsbury Way, Havant, Hants PO9 5DG.*

In the bag

Jackel International are extending their range of cosmetic bags with a new design, and launching a range of facecloths.

The new design, Fantasia, is a floral in pastel colours and comes in cotton fabric. Jackel are offering a revolving bag stand with each £250 worth of product.

The 1987 facecloth range consists of 28 different designs plus a further three especially for children. Prices start at £0.29, and all retailers will receive a free facecloth display stand, worth £10, with orders of £75 and over. *Jackel International Ltd, Dudley Lane, Cramlington, Northumberland NE23 7RH.*

Gold rush

Gillette shaving division, Unichem, Vestric and Numark are running a joint promotion with prizes on a gold theme, during January and February.

"Join the Gold Rush" offers the pharmacist a 23 carat gold plated Papermate pen and pencil set with each order of eight packs chosen from Gillette Contour, Contour plus and GII cartridges and Gillette Contour plus and GII razors. By increasing the order to 10 packs the pharmacist also becomes eligible for a competition to win a ladies and gentleman's gold plated watch, by Dupont, worth over £900, and 10 runner-up prizes of four Gold albums. *Gillette UK Ltd, Great West Road, Isleworth, Middx.*

De Witt go to Press

A £40,000 Press advertising campaign is now supporting Bengue's Balsam, Pulmo Bailly and Metanium ointment.

Metanium will feature in *Mother & Baby, Parents, Midwife, Health Visitor and Community Nurse* until May, and until the end of February, Pulmo Bailly will be advertised in the *Daily Mirror* and along with Bengue's Balsam in *The People*. Distributed by: *De Witt International Ltd, Seymour Road, London E10 7LX.*



Family size?

LRC Products are introducing a new 18-sheath pack of Durex Nu-form extra safe (£3.79), supported by a consumer competition running until June.

The Durex 18 quiz, designed to increase consumer awareness and product trial, involves prizes worth over £4,000, ranging from a holiday to video equipment. *LRC Products Ltd, North Circular Road, London E4 8QA.*

Bobbling up

Addis are introducing the Bobble to their Hairdresser range of brushes.

The company says the brush's rounded ends act as a stimulant to the scalp, encouraging blood flow to the hair follicles and ultimately bringing nourishment to the roots. The Bobble is available as a vent brush (£1.99 regular, £1.59 handbag) or the Bobble classic (£2.25 regular and £1.75 handbag), for long or fly-away hair, with an anti-static rubber bolster. *Addis Ltd, Brushworks, Hertford.*

Smells good

Shulton are running three special offers on Insignia starting now. Ultra Dry anti perspirant and spray deodorant features an on pack "25p off next purchase" offer, running until June, and after-shave lotion will be available in a trial size (50ml £1.95). *Shulton, Shulton House, Alexandra Court, Wokingham, Berks RG11 2SN.*

Honeyrose Products have appointed Pharmagen exclusive distributors to the chemist trade (excluding Northern Ireland) for their range of herbal cigarettes. *Pharmagen Ltd, Church Road, Perry Barr, Birmingham B42 2LD.*

Absolute Alcohol

Synthetic quality available to British and all well known International Specifications and Pharmacopœias.

James Burrough (F.A.D.) Ltd.

356 Kennington Road, London SE11 4LD Tel: 01-582 0232

I see growth, tremendous growth,
outrageous growth... it's runaway.
it's steamrolling... it's unstoppable... it's



KLEENEX® FACIAL TISSUES: A PREDICTION.

We see growth as well.

We see our sales up 12%^o.

We see our new £2m advertising spend for 1987.

We see our quality. Our softness. And our strength.

In fact, there's only one thing we don't see:

Another facial tissue that can touch us.



Kleenex Facial Tissues: Softness is our strength.

BE ASSURED BY THE MARK OF

* Reg. Trade Mark Kimberly-Clark Corp

^o(Tissue Industry Audit, P1-11 1986)



Kimberly-Clark



A breath of fresh air

Ashe Consumer Products are to re-launch their portable breath fresheners, with a new variant and re-packaging.

The new variant, Ice Fresh, has a spearmint flavour and comes in a 13g metallic blue aerosol, blister-packed in matching colours.

Mint Cool and Gold Spot Original packaging has also been updated in the same style — Mint Cool using green and silver, and Gold Spot Original gold and black. The new presentation pulls the three varieties together under the Gold Spot brand name. The Gold Spot Original aerosol also includes the "all round spray" already fitted on Mint Cool and Ice Fresh.

The company is offering a POS tester unit containing all three variants, designed to fit on the shelf-edge in front of the range.

The range will be supported with a £350,000 advertising campaign in women's and general interest Press. *Ashe Consumer Products Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey.*

Is she? Isn't she?

Elida Gibbs are backing Harmony hairspray with £1.5m of advertising this year, starting on television with the "Is she or isn't she?" campaign this month.

And the first of a series of promotions now offers consumers 25ml extra free on the 200ml size (£1.27), while stocks last. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

Toothsome!

Stafford-Miller's denture fixative range and Dentu-creme will be advertised on national television this year.

Campaigns will run from January 20 to February 15, with a second burst later in the year. The company is spending over £1m on Dentu-creme, and £1½m on the

fixatives. Dentu-hold will appear in the Anglia, Wales and Tyne Tees regions, and Super Polygrip in the remaining areas. *Stafford-Miller Ltd, Stafford-Miller House, The Common, Hatfield, Herts AL10 0NZ.*

Bridge the gap

Johnson & Johnson are sponsoring a ladies pairs bridge championship in the name of Empathy hair care products.

Club heats will be run during the first week in March with the twenty highest scoring pairs being eligible to play in the finals on Tuesday May 5, at the Berystede Hotel in Berkshire. The overall winning pair will be given £1,000 jewellery of their choice, plus the Empathy Ladies Pairs Trophy. *Johnson & Johnson Ltd, Brunel Way, Slough, Berks SL1 4EA.*

Booker Health will be supporting the Healthcrafts brand with poster advertising in London throughout January, in a £74,000 campaign. *Booker Health, Healthways House, 45 Station Approach, West Byfleet, Surrey.*

Punch Brokerage Division's reorganisation means they are now billed as Punch Sales Ltd (Homecare Division) and represented by Link Brokerage (DSPS Ltd), Colman House, Station Road, Knowle, Solihull, West Midlands.

Beecham's dry comment

Beecham Toiletries say that one in five women now have "dry, damaged" hair due to the colouring, perming and styling boom. This week, the company is launching, under the Silvikrin banner, a range of four products to treat what it says has become one of the UK's biggest hair problems.

The Silvikrin Remoisturising Treatment Range comprises a shampoo (200ml bottle £1.19), an enriched creme conditioner (200ml bottle £1.29), a deep action hair pack (125ml tube £1.49) — for very dry hair that requires extra care — and a conditioning hairspray (200ml can £1.59, all prices approximate). All four contain protein and vitamin extracts.

The company says that the products, packed in matching livery with a common fragrance, form the first mass-market range to work as a complementary course of remedial treatment that progressively

Newcomers

A firm making "no cruelty" beauty products is turning its attention to the chemist sector for the first time.

Creightons, who have previously sold most of their products through health shops, have appointed Dean Warburg Marketing to distribute their range to chemists, department stores and gift shops. The company claims its products to be made with no cruelty to animals.

Included in the range are a general skin care line; apricot evening primrose and comfrey skin care products with vitamin E; and shampoos. *Dean Warburg Marketing Ltd, 6 Old Bond Street, London W1X 3TA.*

For the advanced

Clinique are launching an Advanced Care alcohol-free clarifier (£12.50). Designed for older, dry skin or for use in harsh climates, the product, to be launched next month, cleanses, moisturises and soothes, say *Clinique Laboratories Ltd, 54 Grosvenor Street, London W1X 9FH.*

Becton-Dickinson will be advertising their B-D digital thermometer on TV5 and Channel 4, from January 16 to February 15. *Becton Dickinson UK Ltd, Between Towns Road, Cowley, Oxford OX4 3LY.*



improves the condition of dry, damaged hair. Beecham claim that the range will remoisturise hair, dried out and damaged as a result of colouring, over-heating or perming, and it will protect hair from further damage, during heat styling or blow drying, by reducing the rate of moisture loss.

A £500,000 Press campaign will support the launch, and the company also expects the range to benefit from the current £25m umbrella of television advertising for the Silvikrin collection. *Beecham Proprietaries — Toiletries, Beecham House, Great West Road, Brentford, Middx TW8 9BD.*

1985. 11% REDEMPTION.



1986. 20% REDEMPTION.



1987. WATCH THIS SPACE...



Tampax's sales are already ticking over nicely thank you. Including Slender, the small, slim tampon we designed specially for young girls.

And, when it comes to on-pack promotions, brand leaders Tampax have a proven track record attracting new users, building trial and pushing up sales. Time after time.

For example, our 1985 pop record offer was taken up by 11% of girls who bought Slender. And our latest 1986

Rimmel make-up promotion achieved an even higher 20% redemption. Frankly, even though we say it ourselves, these are staggeringly successful results. And we intend to build on them.

In our latest offer, we're giving away FREE Casio digital fashion watches which young girls will want to get their hands on.

So stock up now with the special 10's and 40's Slender packs and watch. Because they'll disappear in no time at all.



Arret now aims for liquid share

Janssen Pharmacy Division are launching Arret adult syrup, hoping to capitalise on the success of the capsules first introduced nearly two years ago.

The company now claims over 60 per cent of the solid dose antidiarrhoeals market, but points out that 70 per cent of unit sales are for liquids. Arret syrup is to be promoted as a year-round diarrhoea treatment; campaigns for capsules have so far concentrated on holiday usage.

Arret adult syrup, containing 0.2mg loperamide per ml, is available in 90ml amber bottles (£1.99) containing a free 10ml measuring cup. With a trade price of £1.17, Janssen say this offers a basic 33 per cent profit on return. The outer packaging, in green and silver, complements the existing range. Recommended adult dosage of the raspberry and redcurrant flavoured syrup is two 10ml measures immediately, followed by a further 10ml after each loose stool, if necessary.

The launch will be supported with a daily newspaper and women's Press campaign, commencing in February, featuring Arret's efficacy and speed of action.

New POS material is available from Janssen representatives, and bonus offers will run throughout the sell-in. *Janssen Pharmacy Division, Grove, Wantage, Oxon OX12 0DQ.*

Rubenstein's New Year look

Helena Rubenstein have released details of their new products for 1987.

Early February sees the launch of two new make-up looks — Rendez-vous and Seduction. As well as new shades of eye make-up, blusher, lipstick and nail colour, there will be two Art Kits (£15.50). These two-tiered make-up compacts, Graphic Symphony and Graphic Fantasy, contain eyeshadow, blusher and face powder.

Bronnley's Easter eggs-amples

Bronnley are introducing a range of new gift products for Mother's Day and Easter 1987.

For Easter they are launching three soap animals (each £0.99) — a rabbit, squirrel and teddy — four of each coming in a display case with backing board. And they are repeating their Easter parcel of 18 egg shaped soaps in a wicker basket (each £1.25).

For Mother's Day (March 29) three new products are being introduced, all supplied in display outers of six: pot pourri posies (£3.75 40g), each wrapped in blue and pink cotton and lace and tied with ribbon; a soap in a floral shower cap (£3.75 125g), available in pink and blue; and pink, blue and white soaps in individual wicker baskets (£1.75 100g).

Intensive Wrinkle treatment will be added to the Skin Life range in March, packaged in a pump dispenser, (15ml, £17.50).

The Golden Beauty skincare range will be joined by two new products in April. Weekend Bronzer contains a pre-melanin complex, a small amount of fake tan and an SPF4 filter. Sun Security cream is an SPF 10 waterproof face cream. And May sees the introduction of Performance H2O, an indexed moisturising system of three products for dehydrated skin. *Helena Rubenstein, Central Avenue, West Molesey, Surrey KT8 0RB.*

each finished with a satin bow. *H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR.*

Quest for offer

Wisdom are offering two Quest toothbrushes (2A/3A and 2S/3S) for £0.99 for a limited period from January 19. Wisdom are also offering 10p off Wisdom Nylon, or two for £0.89 throughout January. *Addis Ltd, Brushworks, Hertford.*

Making Contac-t

Menley & James are supporting Contac 400 with television advertising during January and February on ITV and Channel 4 in London, the South, Granada, Scotland and the Midlands, say Menley & James Laboratories Ltd, Welwyn Garden City, Herts.

Oust is about: Dylon relaunch

Dylon are launching a range of cleaning products designed to take the hard work out of removing lime scale and stains from kettles, coffee makers, crockery and shower heads. They are also re-launching Dygon.

The cleaning range, Oust, comprises five sachet packed products, each presented in a black, white, orange and blue carton of 12 to a counter display box. The products are: a jug kettle and coffee machine descaler for appliances with plastic casing; a descaler for metal kettles; a shower head descaler and a crockery cleaner for china, glass and melamine. POS material is available.

Dygon, the colour removing product used prior to dyeing clothes and other fabric items to a new colour, is now called 'Pre-Dye', and packed in a 100g pot in a red and white carton with a fade-out on the front. *Dylon International Ltd, Worsley Bridge Road, Lower Sydenham, London SE26 5HD.*



Screen means Maws merrier

Maws are adding a lip screen to their range of sun preparations for babies, children and sensitive skins.

At protection factor 3, Maws say the lip screen will protect young lips, and is ideal for all-year-round use to soften and moisturise. Maws lip screen is packed in a 5.5ml twist-up tube, blister-packed singly (£1.15) to match the rest of the sun care range of creams and lotions. It is supplied in a plastic tray holding 10 packs. *Ash Consumer Products, Ashetree Works, Kingston Road, Leatherhead, Surrey KT22 7JZ.*

BENORYLATE SUSPENSION

A GENERIC 1st
FROM

KERFOOT PHARMACEUTICALS

Benorylate Suspension is manufactured in Britain to the highest quality standards by Generics U.K. and is now available at the special price of £29.92 per litre bottle only from Kerfoot Pharmaceuticals.

Contact your local Thomas Kerfoot representative for full details or telephone our ORDERLINE 061-330 4531.

NOW AVAILABLE
FOR ONLY £29.92
PER LITRE BOTTLE



* OVER 100 YEARS
OF QUALITY GENERIC
MANUFACTURING

* COMPREHENSIVE
GENERIC PRODUCT
RANGE

* CONTINUITY OF
PRODUCT SUPPLY

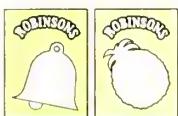
* COMPETITIVE
PRICES

OUR QUALITY, YOUR PEACE OF MIND

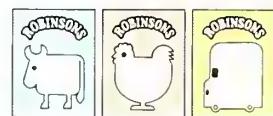
Kerfoot
Pharmaceuticals

Thomas Kerfoot & Company Limited, Vale of Bardsley, Ashton-under-Lyne, Lancashire OL7 9RR.

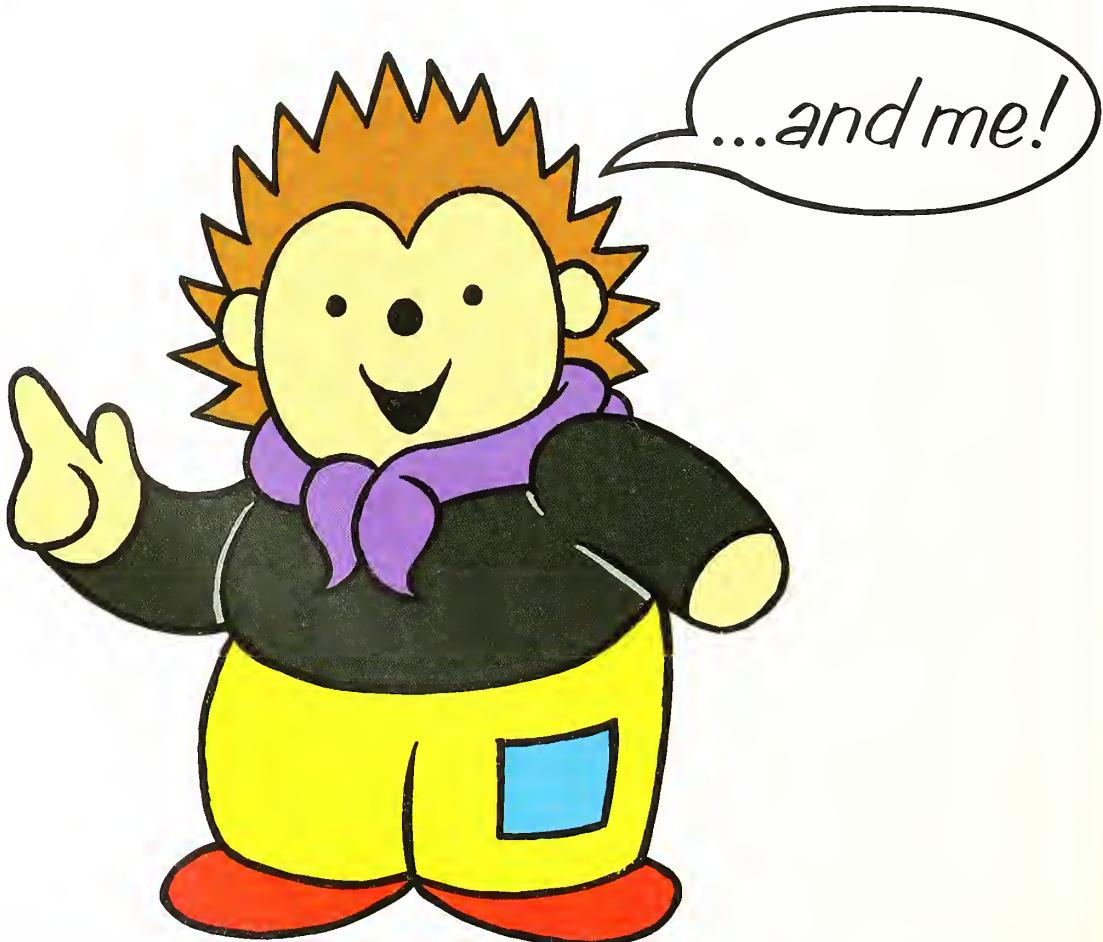
Robinsons Baby Foods



New range

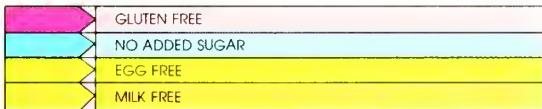


New good tastes
New bright boxes



Now there are even more reasons why Robinsons Baby Foods earn a place on your shelves.

- The whole range now has extra flexibility, giving Mums more choice without taking up any more of your precious shelf space.
- Every meal now has a tasty recipe that will please the most finicky baby palate.
- The packaging has now been re-designed to be clear and attractive, with a simple healthy eating guide on every box.



There's a powerful new campaign featuring Spikey the hedgehog, that's guaranteed to bring more Mums into your shop asking for Robinsons Baby Foods.

- National Television will carry 40 second spots right across the country.
- Press, specially selected for young mum readership, will carry large space ads in full colour.
- Robinsons will be giving away millions of free samples to introduce Mums to the new range.



When it comes to choosing the right baby foods to stock and recommend all you need to know is Robinsons.... naturally!

Don't be a merchandising disaster area

Doubling turnover without increasing overheads or stock investment while maintaining or improving profit level might sound miraculous to many retailers. John Kerry, in the third article of C&D's "Selling in/Selling out" series, suggests how pharmacists might work a few "miracles" of their own.

Can this "magical" transformation be achieved purely by good merchandising practice? The simple answer is "yes". And with careful and continuous application of sound merchandising principles the improved business can be maintained.

Good merchandising practice helps a shop realise its true potential. Since a great number of pharmacies are merchandising disaster areas, their turnover is a long way from what it could or should be. Merchandising is so crucial that a shop succeeding without following even the basic principles is fortunate.

A good definition of merchandising is: "the psychological persuasion at the point of purchase, designed to trigger a buying reaction from the customer".

The accepted seven rights of retailing are:

The *right goods* of the *right quality* at the *right price* at the *right time* in the *right place* in the *right quantity* in the *right way*.

Merchandising is, therefore, almost synonymous with the seven rights of retailing.

Interestingly, the concern about getting the number of product facings right is only a fraction of the whole and too often overstressed.

Indeed, some believe that merchandising is all about product facings and claim that if that's right there's no problem. Clearly this is either a myth or a dangerous piece of deception. Either way, shop section planograms which fail to satisfy the seven rights should be treated with the utmost caution.

Before considering the basic principles of merchandising it's worthwhile looking at the instincts and behaviour of the people we are trying to influence. Most of the time customers behave instinctively inside any shop. Right-handed ones — that's more than 90 per cent — will turn left inside the door, move from left to right in a clockwise direction, and, if permitted, stay close to the walls, exiting on the right-hand side. These are basic instincts and reflexes, conditioned by 30 years of self-selection retailing, and have to be accommodated.

Nowadays 85 per cent or more shopping is done with the eyes. Since most customers in pharmacies are women, their eyes are going to be between 60-62in above floor level. They will not expect, therefore, fitments and stands higher than this — either blocking their views of other sections, or containing important products that they wish to purchase. Years of study reveal that the shelf or display at the 5ft level is the "hottest" sales position in the shop. Customers scan from left to right, looking for the section they want. Once in front of a section their eyes move up and down.

Getting it right

The right product: these are the ones that your shop can sell in sufficient quantities and fast enough to make a profit. They come under four headings:

Demand lines: products sold by you and other retailers, who will get your business if you don't have these goods in stock, eg toiletries, baby care, skin care, GSL and dressings.

Impulse lines: attention getters, often related to demand lines but unplanned as a purchase, eg razor blades, hair ornaments, baby toys, special offers, new lines, snacks, etc.

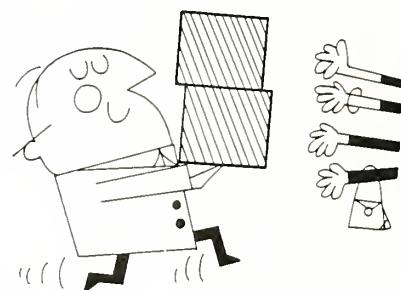
Convenience lines: products which are designed and packed to be labour saving, cost saving or just convenient to the customer, eg products in sachets, small packs of medicines and dressings, gift coffrets, cosmetic kits, etc.

Specialist lines: products and product ranges that your business is known for and for which customers will make a special journey. Apart from medicines there are agency cosmetics, perfume, cameras, health foods, dietetic foods, aids for the handicapped, etc.

Research into the indigenous population, its preferences, its needs, competitive activity etc, will give a long list of right products.

The right quality: Factory-packed, marked, damaged or split packs just don't get on the fitments at full selling price. Surprisingly enough, quality in this context

You can satisfy more customers with better merchandising and display
GOOD MERCHANDISING SELLS MORE



Seven rights of retailing: the right goods of the right quality at the right price at the right time in the right place in the right quantity in the right way

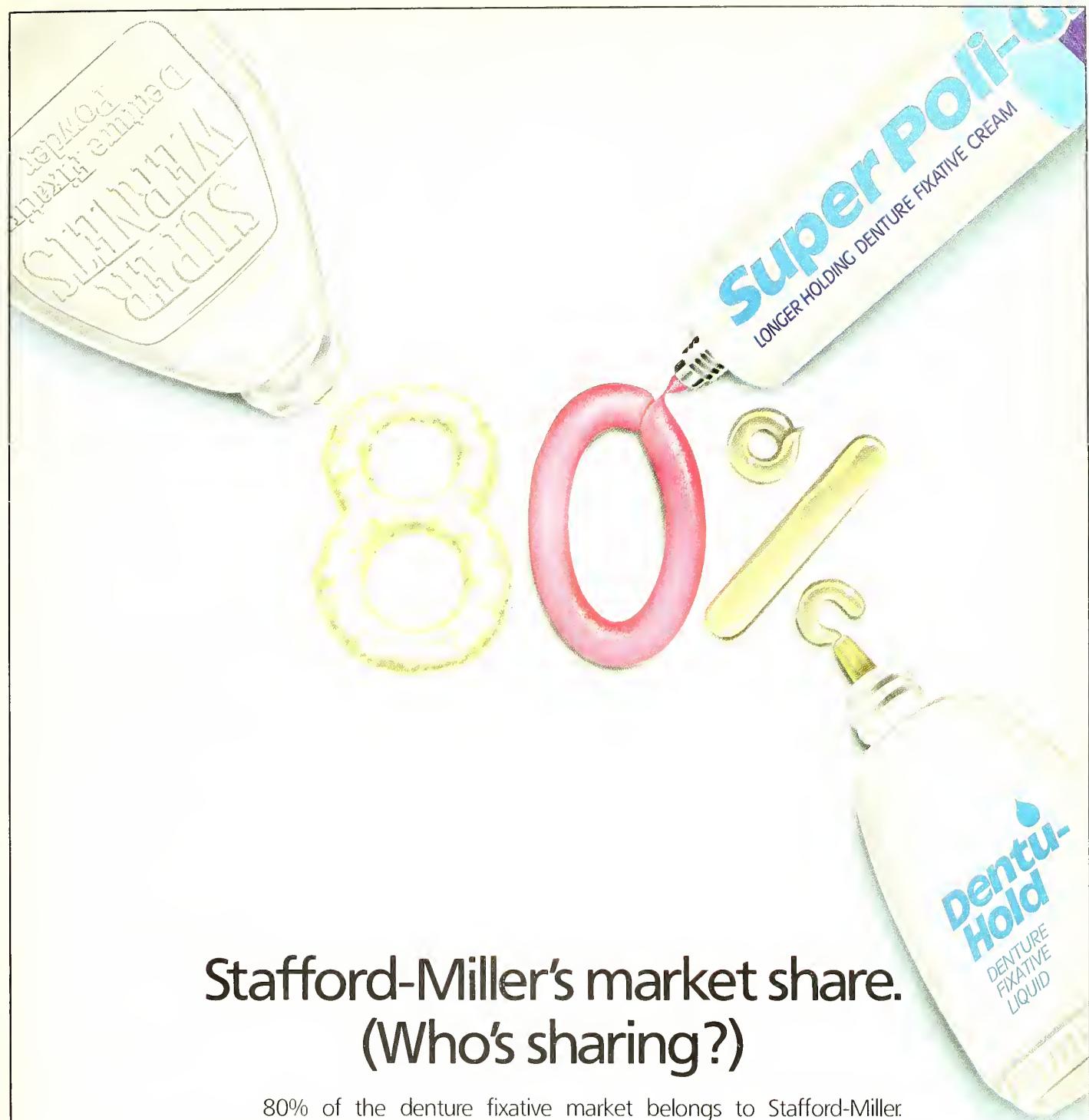
is more about image and the quality of products and should be in accord with the image you have created.

The right price: Price as a figure expressed in pounds and pence is not a major merchandising consideration. How it is done is vital.

The public are "price aware" and conscious of value for money purchases — lessons on how to use pricing and point of sale aids can be learned from the majority of multiple retailers who do it well. How to price, where to put price tickets, special offers, use of POS, etc, is an important subject and will be covered in a later issue. **The right time:** Because retailing responds to external influences — advertising, fashions, the seasons, the weather, special events and so on — it is truly dynamic.

Unfortunately there are too many pharmacies where external influences have no effect. Typically they have a big display of expectorants in the Summer, sun preps in Winter and never stock television-advertised lines.

It's the wise and successful retailer who is ever conscious of the right time to merchandise products that the occasion, the season and the demand dictates. These



Stafford-Miller's market share. (Who's sharing?)

80% of the denture fixative market belongs to Stafford-Miller.
(So there's not much left for anyone else.)

The three highest selling brands belong to Stafford-Miller. They come in three forms and every convenient size.

The only fixative brands supported by advertising are (predictably) Stafford-Miller's.

£1.5 million Advertising Campaign. In 1987, heavyweight TV advertising supported by new, impactful packaging, will keep the highest selling brands on their way up.

So, telling you which fixatives are the only ones worth considering would be stating the obvious.

STAFFORD-MILLER

New Presentation
for Shingles

Prescribing information

Presentation Each pink, shield-shaped tablet is impressed "ZOVIRAX 400" on one side and a triangle on the obverse, and contains 400mg acyclovir.

Uses Treatment of acute herpes zoster infections. Whilst a beneficial effect of treatment on acute pain has been shown, studies have not yet demonstrated an effect on post-herpetic neuralgia.

Dosage Adults: Two 400mg tablets five times daily for seven days. Treatment should start as early as possible after rash onset. **Contra-indications**

Contra-indicated in patients known to be hypersensitive to acyclovir.

Precautions For patients with severe renal impairment (creatinine clearance less than 10ml/minute) a dose of 800mg twice daily is recommended. For those with creatinine clearance from 10-25ml/minute a dose of 800mg every six to eight hours is recommended. In the elderly, total acyclovir body clearance declines

along with creatinine clearance. Adequate hydration of elderly patients taking high oral doses of Zovirax should be maintained. Special attention should be given to dosage reduction in elderly patients with impaired renal function. Experience in human pregnancy is limited so caution should be exercised in prescribing for pregnant women.

Side- and adverse effects Skin rashes have been reported in a few patients receiving Zovirax Tablets; the rashes have resolved on withdrawal of the drug. In trials, the incidence of gastrointestinal events has not been found to differ from placebo.

Basic NHS cost 70 tablets (PL3/0227) £119.00.

Further information is available on request.

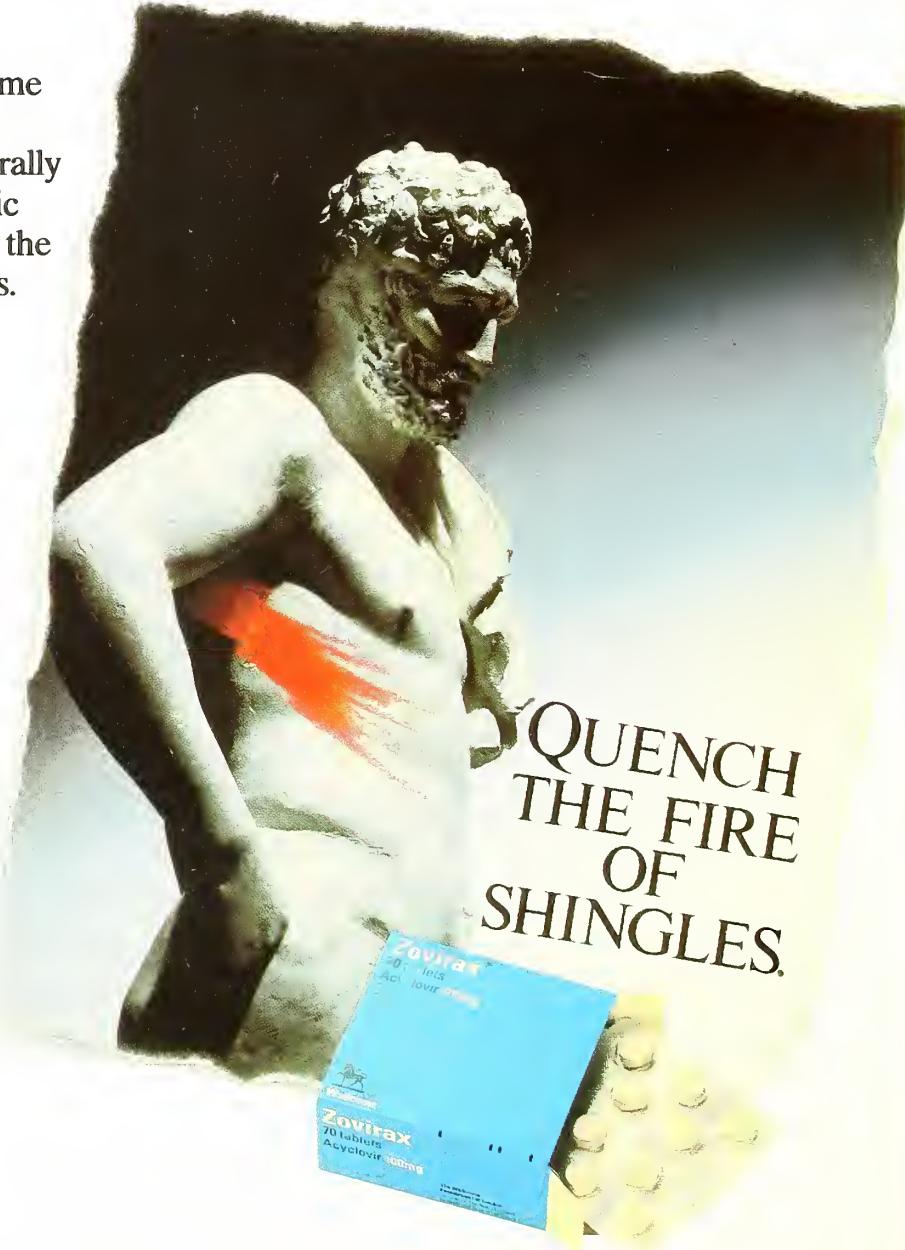
The Wellcome Foundation Ltd
Crewe, Cheshire



RX **ZOVIRAX 400mg Tabs** ii five times a day **(70)**

With the above prescription, Wellcome announce the introduction of an orally administered, specific antiviral therapy for the treatment of shingles.

The seven-day treatment, using the new 400mg tablets, is presented as a complete course in one pack — the 7 day Shingles Treatment Pack. Promotion to doctors starts immediately and supplies are available through the normal wholesaler channels.



THE WELLCOME FOUNDATION LTD

A LEADER IN ANTIVIRAL RESEARCH

ZOVIRAX* New 7 day
Shingles Treatment Pack

acyclovir 400mg tablets

*Trade Mark

products have a short but profitable life every year or, like skate-boards, only once.

Textbooks have been written on the next three "rights".

The right place: In this context the *right place* is in the section or department that it logically should be. And not where the rep found a nice space for it or where it fits. If a shop's baby trade requires only three shelves, they will be in one fitting, one above the other. Likewise if this department needs a dozen fixtures, they'll be adjoining. Not necessarily in a long line, but perhaps in a well defined area, using several types of fitting.

The baby care example

Baby care typically emphasises the four kinds of merchandise in a pharmacy. *Demand lines*: food, drink, toiletries; *Convenience lines*: own label and all-in-ones; *Impulse lines*: toys, soothers; and *Specialist lines*: medicines, sundries, high chairs, etc.

Since 80 per cent of a pharmacy's sales are produced by 20 per cent of its products — major brands, advertised lines, demand lines and probably some specialist lines — they need to be highly visible. Eye level positions are best for these, or just below and on the tops of gondolas. Mix impulse lines and promotions with demand lines. Promotions are also effectively merchandised on lower shelves in bins or gondola ends, while impulse lines can produce excellent sales by the check-out till, near the waiting area or on counters. The only products that can really be regarded with a relaxed attitude are specialist lines. Customers are more willing to ask for service with these and in many cases it is essential. However, they still have to be merchandised effectively.

Clearly, counter medicines, perfumes, cosmetics, cameras, dressings, health foods, and so on are service orientated and many fall into the high turnover 20 per cent group.

If research shows that customers use a shop as third, fourth or fifth choice for hair care, dental, personal care or any other toiletries, these money spinning major brands are definitely demand lines in that shop. It will already have been decided that these are reluctant purchases, since the bulk of customers have, over the years, changed their buying habits. Therefore, these can be relegated to convenience lines, merchandised on the lower shelves and in small numbers. This policy won't affect toiletry promotions when a short term "killing" can be made on cut price lines merchandised in the "hot spots".

The right quantity: Everybody agrees that if more product is displayed, it is almost certain that more will be sold. Similarly, if a product is expected to sell well, it's logical to have more on shelf to satisfy demand.

To brand managers in the marketing departments of manufacturers all over Britain, this aspect of merchandising is crucial. It's often wrongly thought of as the be-all and end-all of merchandising. These marketing men are known to become quite violent when their brand gets only half the exposure its market share says it should have! On the other hand they spend a great deal of their efforts devising new and devious ways of stealing shelf space. Facings are important, but just because manufacturers often ignore the other six *rights*, retailers cannot.

The number of facings a product gets is influenced by a variety of factors, national brand share, local demand, price, competitive activity, etc. Clearly, it's not good policy to give a brand 30 per cent of shelf space to match its brand share when local multiples satisfy most demand at lower prices. In this instance the second, third, fourth or own brand may be the predominant line in the pharmacy.

Similarly it's unwise to give facings to every brand and variant in a market merely because there appears to be room for them. Offering choice is important but can be detrimental to sales. A good compromise is to show good facings of the best two or three brands as far as a particular pharmacy is concerned, one of which could be own label. Other brands, which sell much slower, albeit profitably, need only single facings in the fixture.

The right way: By studying human behaviour and testing various "ways", the professors of merchandising have come up with some effective methods.

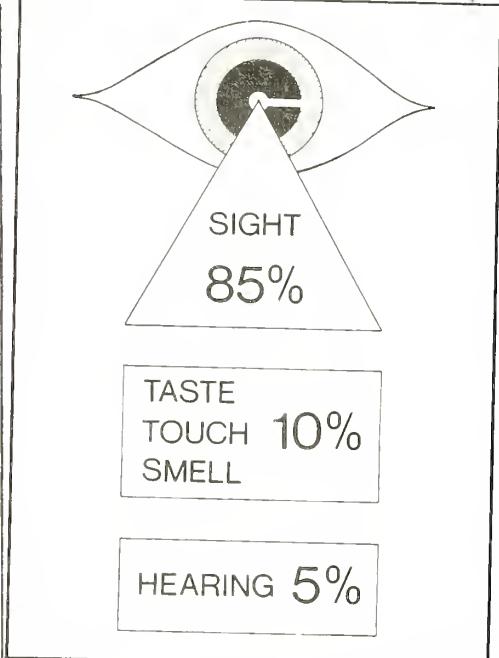
Vertical merchandising beats horizontal merchandising hands down. In other words, customers don't expect to walk along a 30ft shelf looking for a shampoo and then walk back scanning the shelf below for a conditioner. Therefore all similar products are best merchandised in a fixture vertically, allowing a customer to stand in one spot to choose.

Blocks look good

"Block" merchandising is also favoured because it not only looks good but has a better effect on sales. If three sizes of "Aquagard" toothpaste are stocked, they are best merchandised on three shelves, largest on the bottom, smallest on top. This principle is also adopted for flavour, colour, strength and other variants.

Grouping by manufacturer works only in special instances, eg footcare and hair sundries. Customers resist self-selection if there's a chance of causing a collapse or breakage.

Merchandising, being a relatively new and inexact practice, is by no means simple. The basic principles, put into operation, will produce sales. That's why the successful



If more product is displayed, it is almost certain more will be sold...



Largest goods at the bottom, smallest at the top

multiples devote a lot of time, money and people to them. They don't want independents to get in on the act because that's where their growth is coming from.

People will be persuaded to buy if products are well presented. And that's merchandising.



WE'VE MADE A TREATMENT FOR CYSTITIS MORE ATTRACTIVE TO WOMEN.

New Systemme is an OTC treatment that offers cystitis sufferers exactly what they're looking for. Fast relief from painful symptoms. But it goes beyond that

Because Systemme comes in a form that women have told us they prefer.

A sparkling, pleasantly flavoured drink. And now, more and more women will be recognising Systemme in its distinctly feminine pack.

Thanks to a major full colour advertising campaign in their most popular magazines. First burst: December to April.

So, we know you'll find new Systemme an attractive proposition too.

Systemme
Fast relief from the symptoms of Cystitis

*sparkling lemon
flavour
48 hour course*

Trends in antihypertensive therapy

Compliance with antihypertensive drugs may sometimes be low because patients who don't have symptoms — at least in mild hypertension — are reluctant to risk the adverse effects of their medication. In one study, there were more unpleasant symptoms — tiredness, drowsiness, impotence and gout — among treated than untreated subjects.

People with moderate to severe hypertension have a poorer prognosis and may therefore receive drugs which are potentially more toxic. The initial management of hypertension is usually to begin treatment with beta-blockers or diuretics and, if this is unsuccessful, to try methyldopa, the ACE inhibitors, the calcium antagonists, or prazosin or hydralazine. The frequency and severity of the adverse effects of these drugs is therefore important if patients are to receive a net benefit from their treatment.

The first study which attempted to evaluate whether antihypertensives achieved a subjective as well as objective improvement was published earlier this year. Of three drugs taken by over 600 men with mild to moderate hypertension, captopril and propranolol were superior to methyldopa on measures of well-being, work performance and life satisfaction, and captopril caused fewer unwanted effects than propranolol. This is reflected in the number of patients treated with captopril who discontinued treatment, which was about 40 to 60 per cent lower than in the other groups.

Although there were minor methodological problems with this study

— for example, doses were fixed and not tailored to the needs of individuals, and the subjects were all middle-aged white men — it does show that antihypertensives can provide a subjective improvement.

An alternative to drug treatment for mild hypertension may be a vegetarian diet. In Australia, subjects were randomly assigned to a control group and to groups eating (in turn) a conventional diet or a diet excluding meat, fish and poultry, consisting of wholegrain cereals, polyunsaturated fats, and vegetables. Every subject received a daily dose of vitamin C in the hope of "distracting" them from a possible placebo response to their altered diet.

After six weeks on each diet, the systolic blood pressure fell by an average 5mmHg during the vegetarian period, and this was significantly different from the variation in the controls. There were probably no other changes which could have accounted for this result. Although a third of the subjects changed their lifestyle during the study, only a few reported changes in alcohol intake and physical activity, and the consumption of tea and coffee was unchanged. One adverse effect was reported — one group gained an average of 2kg on the vegetarian diet.

In view of their risks, antihypertensive drugs may not be the best alternative in treating mild hypertension, when manipulation of other factors may be equally effective but safer. However, the benefit: risk ratio in more serious hypertension is different, and quality of life will depend on selecting the best drug.



Disulfiram: an American experience

Disulfiram is probably the only drug given with the intention of making people ill. Its value in preventing drinking by alcoholics is believed to be due to the fear of the effects of interaction with ethanol, but until recently its efficacy had not been properly investigated.

In an American study, over 600 alcoholics were counselled and given either 250mg of disulfiram daily, a vitamin placebo, or a 1mg dose of disulfiram that was too small to produce a significant interaction although the subjects still believed this was possible. The trial was therefore controlled for both the "doctor intervention" effect and for the fear of the interaction.

After a year's follow-up, there were no differences between the groups in abstinence or in the time until the first drink. However, of those who did relapse, the subjects taking 250mg of disulfiram reported fewer drinking days than the others, and those men who relapsed also complied poorly with treatment.

Disulfiram was therefore of little value in maintaining abstinence from alcohol, which is the normally accepted goal in managing alcoholism. Although drinking was controlled in those who could not abstain, this trial provides no evidence that disulfiram helped these men overcome their addiction, although the medical complications of alcohol abuse might be reduced.

Codeine and driving skills

The importance of drug-induced impairment of driving skills has recently been emphasised by the RAC, which has called for a special warning symbol to replace the present written label. The BNF recommends codeine phosphate should bear a warning about drowsiness and the effects of the drug on driving, and research at the Royal Air Force Institute of Aviation has now quantified the effects of codeine on psychomotor skills.

Six healthy women received single doses of 30 to 90mg of codeine phosphate on separate occasions in a double-blind trial. The effects of codeine on eye-hand co-ordination and reaction time was then compared with those of the antihistamine triprolidine and with placebo.

Unsurprisingly, triprolidine impaired co-ordination, though the subjects were

unaware of this. Codeine produced a dose-dependent decrease in performance, but this was significant only after 60mg or 90mg doses. Similarly, 30mg of codeine produced few subjective effects but the higher doses caused drowsiness, nausea, dizziness and a feeling of strangeness.

Low doses of codeine therefore have little effect on motor co-ordination in healthy people, and higher doses appear to affect performance largely by causing nausea and influencing neuromuscular mechanisms rather than through sedation.

This trial provides no information on repeat doses, effects in the elderly, or in people taking other centrally acting drugs. Repeated use of antitussive codeine linctus by susceptible individuals may well affect driving, and they should be counselled accordingly.

Cocaine and 'healthy' people

The recent increase in drug abuse is due to many factors, but one important change has been the fall in the "street" price of drugs. In the United States this is believed to account for a huge increase in the abuse of cocaine, once considered the "champagne of drugs" because of its cost. It is now estimated that 5 million Americans use cocaine regularly, and a further 5,000 try the drug for the first time every day.

Cocaine is highly toxic in the doses used illicitly. After ingestion by mouth, vasoconstriction in the gastrointestinal tract has led to fatal intestinal gangrene. Alterations in blood pressure and adrenergic stimulation may cause spontaneous abortion, as well as hypertension and stroke. Intranasal administration may cause loss of sense of smell, and atrophy and necrosis of the nasal septum. Inhalation causes lung damage and the hot vapours given off when smoking cocaine have been

reported to singe the eyebrows and eyelashes. More importantly, the cardiovascular effects of cocaine abuse are potentially fatal, and new evidence suggests that these risks are greater than previously believed.

Reviewing 26 cases of myocardial infarction and serious rhythm disturbances which occurred during or shortly after ingestion of cocaine, doctors in America have concluded that many of the preconceptions about its cardiotoxicity are unfounded. Heart disease was believed to be an important predisposing factor, but more than a quarter of these cases had no apparent defects. Because cocaine's toxicity is dose-related, it was also thought that serious cardiac complications were associated mainly with intravenous use, but most of these cases had taken the drug intranasally. Similarly, cocaine-induced seizures were thought to precipitate myocardial infarction but this complication was seen in only two cases.



Most significantly, cocaine-induced cardiac complications are not related only to massive overdose but occur after "normal" recreational doses.

The mechanism of these cardiac complications is unknown, but they may arise from the combination of cocaine-induced tachycardia, dysrhythmias, vasoconstriction and hypertension. The role of a possible contaminant of the street drug cannot be excluded. It is clear, however, that cocaine can cause fatal cardiovascular complications in apparently healthy people.

Get clued up to travel!

Visits to developing countries by the British have increased 20-fold since 1949, and the growth is continuing at the rate of 10 per cent annually. Between 30 per cent and 50 per cent of travellers develop an illness while abroad and, while this usually no more than a brief bout of diarrhoea, travel to more exotic places exposes the holidaymaker to the risks of serious disease.

Alarmingly, a recent review of the

health information in travel brochures found that the advice they give is often vague and incomplete. Only 30 to 40 per cent of brochures about travel to Europe and about Winter holidays contained health information, and although all brochures about worldwide travel gave advice, this was specific about local conditions or immunisation requirements in only a quarter.

Despite the general lack of health information, every brochure contained facts about medical insurance. This indicates that tour operators are aware of the medical problems — how else could they assess the insurance risk? — but there is clearly room for improvement.

A timely reminder of the importance of health information for travellers to Africa has recently been published. Yellow fever is a seriously under-recognised and under-diagnosed disease, yet it affects hundreds of thousands of people — with a recent resurgence in some areas — and carries a mortality of up to 50 per cent. The virus is transmitted by the mosquito as well as between humans, and causes diffuse bleeding, liver and kidney damage, and heart failure. Death occurs within seven to ten days. There is no medical treatment;

clinical management is merely supportive. Fortunately, vaccination is effective ten days after administration and gives at least ten years' cover.

It seems that, as the number of travellers grows rapidly, we are only now appreciating some of the risks of holidaying abroad. There is still, however, an information gap between the public, the travel industry, and health professionals.



Topics in Treatment is a regular series by Stephen Chaplin, MPS, staff pharmacist, Regional Drug Information Unit, Wolfson Unit of Clinical Pharmacology, Newcastle-upon-Tyne, looking at current developments in prescription medicines.

A list of references used in the preparation of this article is available from the Editor.

Marginal margin offers

Having the good fortune to serve the membership on Council I am able to enjoy the best of both worlds — for being a self-employed community pharmacist also gives me the unique advantage of understanding the difficulties on both sides of the fence.

My New Year message has nothing to do with Council Statements but is directed to my retailing colleagues at a purely commercial level. I would suggest that if any New Year Resolution is made then it should be to watch OTC profit margins.

It has become apparent over the last year or two that there has been a move by manufacturers and wholesale suppliers alike to depress retail margins. Wholesale price lists order forms are carrying suggested selling prices which are far too low if adopted across the whole stock range. That of Numark (Macarthy) suggests in small print that a judicious

selection of these suggested selling prices should be adopted and used to suit local trading circumstances but, from what I see, too many pharmacists are taking the easy line and using this PLOF as a price list. Manufacturer's representatives in most cases are doing the same thing and suggesting disastrously low selling prices. Some seen recently are as low as 20 per cent POR on toiletry lines. Fine for the wholesalers and manufacturers, for they will sell more, but what of the pharmacist with his limited turnover?

Now it is well worth remembering that it is convenient for suppliers to quote percentage POR on the basis of a VAT exclusive selling price, and 25 per cent worked out that way gives a mere 21.7 per cent in real terms on the VAT inclusive selling price. Likewise 20 per cent yields a true 17.4 per cent POR. I want to be sure that if I am working on 25 per cent that means that I have a profit of £25 present for every £100 in the till and not £25 profit in £115. This hidden loss will make a large dent in the bottom line of yearly accounts.

So far I have talked about standard

rated stock, but what of zero rated stock with baby milks being sold at just over the 10 per cent POR mark? Can small pharmacies afford to use their shelf space for such meagre returns? — I suggest not.

I have a feeling that many pharmacists are soon going to be addressing shrinking profits as balance sheets are produced. Manufacturers' rrp's are rapidly disappearing, only, to be replaced by a lower wholesaler's or representatives ssp accelerating the decline in OTC profit.

Do as I do and uplift the cost price by the margin you need. Ignore the reps and the PLOFs and determine your own prices. Any fool can generate turnover but without adequate profit it is meaningless.

J.M. Brunt,
Brandon, Suffolk.

The last paragraph of Mr Lumley's letter on licences of right (see C&D last week p1032) should have read: The Labour MPs who have signed the Early Day Motion urging the Government not to repeal licences of right do not necessarily represent the main stream Labour Party.

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AIDS message needs pharmacy

Much has been written with regard to the training and skills of pharmacists and the need to find new areas in which these may be exploited. We are not aware that any meaningful area has yet been found.

We are at this time on the verge of a possible world wide explosion of the disease AIDS. The virus has apparently now reached most countries, and the seriousness of the situation is apparent from our own Government's reaction.

Until the current advertising programme, public information came from unco-ordinated media reports and from the work of organisations such as the Terence Higgins Trust. While it is unwise to be too dramatic and cause panic, it is equally foolhardy not to accept just how serious a problem it is. The Government campaign is good so far as it goes and it is extremely costly; organisations like the Terence Higgins Trust are doing good work but are inundated with calls for help.

There are over 11,000 retail pharmacies in this country. In every pharmacy there is a professional with a scientific training, in constant contact with the public, advising, counselling and answering questions on health matters every day. We have 11,000 professionals who could be the spearhead of the AIDS campaign, at no cost to the public.

We are attempting to set up meetings for pharmacists in our region, with particular emphasis on counselling. We have written to the NPA suggesting that they should arrange such meetings across the country, based on small geographic areas, and those attending should receive a certificate in recognition of their attendance. We have also written to the

Terence Higgins Trust asking that they either send a representative to speak to us or that one or two of us be allowed to work with them and observe for a few days.

As yet we have had no answer from either. More positive reaction has come from our regional pharmaceutical officer, who has offered his support and has taken action with a view to seminars in 1987.

But time is of the essence both for AIDS and for pharmacy. We claim to have a place in the primary health care team. Is this not the opportunity to prove it?

A.H.Foster,

Lincoln

M.H. Van der Colft,

Nottingham

Act now

It is encouraging that Mrs Edwina Curry considers that doctors should confine themselves to medicine, leaving dispensing to pharmacists (*C&D* December 13, 1986).

Doctor dispensing is widespread throughout rural areas. Its proliferation threatens not only rural pharmacy but also the future of community pharmacy and the service it provides to the public.

The new contract provides a basis on which rural pharmacy can be expanded if, and only if, dispensing doctors and their staff are obliged to comply with the strict provisions of the Medicines Act.

The enforcing authority for the relevant sections of the Act is the Pharmaceutical Society. Is it not time we were given an explanation as to why no action has been taken? The Act applies equally to doctors and pharmacists (the Tenterden decision) and dispensing doctors' staff are subject to the provisions of the Act as is any other lay person.

K.J.Knight

Somerset

Aid for Zambia

I am writing to you about a medical aid appeal that Bakewell Rotary Club have put together since receiving a letter early in December from Miss Christine Smith, a VSO pharmacist at Monze Mission Hospital in Zambia in central Africa.

Miss Smith worked as a pharmacist at the Hallamshire Hospital in Sheffield prior to going to Zambia, and the pharmacy department in the hospital has also launched an appeal to support her work.

On New Year's Eve, Miss Smith, who graduated from Liverpool in 1979, phoned with a list of the most urgent needs of the hospital, which read: paracetamol, paediatric antibiotic syrup, ampicillin tablets, procaine penicillin tablets, tetracycline tablets, ergometrine injections, insulin — soluble and lente, syringes, cotton wool, bandages, and surgical gloves.

Arrangements in Zambia have been made for the transit of the goods by a Dr Ramsay from Leeds, who is sending further supplies directly down to Heathrow from the pharmaceutical companies who have donated already. Donations can be sent direct to: Rotary Club of Bakewell — Zambian medical aid deposit account No 11281661 at the Royal Bank of Scotland, Bakewell branch (bank sort code 16-12-24).

Supplies can either be sent through Peter Huxtable, (tel 0433-31146 (home); 0433-30966 (office) or preferably direct to our storage in a dry, secure warehouse at Heathrow. In this case the contact is Martin Ash, Independent Computer Engineering, Unit A, Court Farm Estate, Northumberland Close, Stanwell, Middlesex TW19 7LM (tel 0784-243749, 8.30am to 5.30pm Mon-Fri).

Iain Cowan, appeal co-ordinator
Bakewell Rotary Club

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IN THE CITY

Stock market investors ended the year full of optimism, unperturbed by allegations of misbehaviour at Guinness, Morgan Grenfell, and even within Government.

By the end of December, the FT All Share Index had reached a record high of 841.83. The more broadly based Ordinary Share Index was still 8 per cent below its April high, but still reflects buoyancy, especially in the stores and oil sectors.

Economists are forecasting maintained growth of about 2.5 per cent. Many projections are even more hopeful, boosted by pre-election expectations. Consumer spending is likely to continue at a high level, as evidenced by record sales figures. And the Bank of England expects the price of oil to rise from \$18 to \$20 a barrel.

Despite this positive background, two shares are unlikely to be strong performers short term. Following the company's admission that it had invested \$100m in a fund managed by Ivan Boesky, the



The Scottish team, winners of the Rennie Trophy in the Numark Golf Tournament, are pictured with Numark managing director Trevor Dixon (right), and Nicholas's Ken White, and Douglas Low (left), managing director of Numark wholesaler John Hamilton. The team, left to right, are Alan Ker, Ian Sinclair, David Muir and Bobby Williams (front)

disgraced arbitrageur, Guinness' shares have plunged to 300p, against a high of 353p. Morgan Grenfell was floated earlier in the year with a 500p striking price. By the end of December the shares had sunk to 363p. The affair, together with the Department of Trade investigation into suspected insider dealing by one of its own

civil servants, has attracted interest from both within and outside the City.

Investors looking for 1987's investments should look no further than the poor performers of last year. Among the major companies these include Glaxo, British & Commonwealth and Argyll. Amstrad also looks like a good bet for the New Year.

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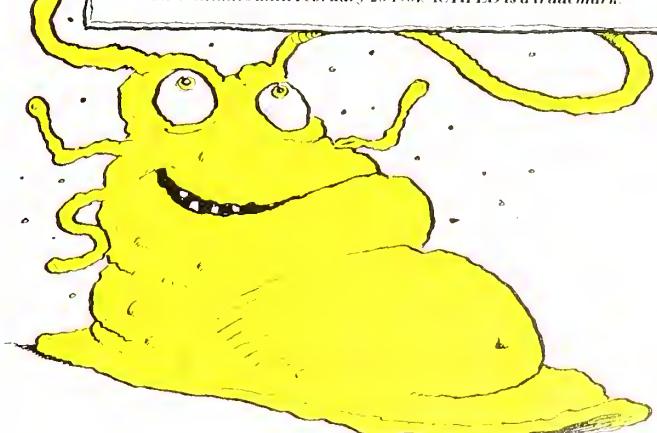
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City troubles could mean Underwoods showdown

One of Underwoods' directors has been in the spotlight this week because of a scandal which has hit — and is likely to carry on hitting — London's financial community.

Roger Seeling left his job as finance director of merchant bankers Morgan Grenfell on Tuesday because of his role in the controversial takeover bid made by clients Guinness for Distillers. As the Department of Trade and Industry moved in to investigate bid tactics, Guinness and Morgan Grenfell clashed openly over the handling of a £7.5m transaction.

Mr Seeling resigned after it emerged that he had attracted share-buyers with an informal guarantee of indemnity. This was meant to boost Guinness's share price, and culminated in the shares allegedly being bought back with £7.5m from a Guinness bank account. The deal could

represent a breach of sections of the Companies Act.

Guinness have denied knowing about the use of their funds, and the bankers have since resigned as the firm's advisers.

Mr Seeling was appointed an Underwoods director before the chain's stock market launch last year — which was handled by Morgan Grenfell.

The Underwoods board will meet within the month to discuss the situation. There has been speculation that the firm may give Mr Seelig a rough ride. *The Observer* referred back to allegations that the Seelig family bought £440,000 worth of Underwoods shares for 65p less than the eventual flotation price of 180p. But until the board meeting Mr Kerner would make no comment on Mr Seelig's position.

There was no sign, as C&D went to press, that Mr Seelig would be resigning any of his other Company directorships.

Unilever clinch Pond's deal

Unilever have now bought Chesebrough-Pond's at about \$3.1bn (over £2bn).

The deal was finalised at the end of December, with Unilever paying \$72.50 a share for 95 per cent of the company's shares. Unilever launched their bid as Chesebrough-Pond's were fighting off a hostile bid from tobacco makers American Brands. The move had been awaited since Unilever's \$1.2bn bid for Richardson-Vicks failed last year. Chesebrough-Pond's will now be a subsidiary of the American arm of Unilever.

NI Medical, who make surgical instruments and dressings, are changing their name to Steriseal Ltd.

British Tissues are giving Food Brokers Ltd the distribution of all Dixcel and Fern products in Northern Ireland.

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More Boots bid rumours

The New Year has brought renewed gossip about possible bidders for Boots.

The latest talk has been of a raised share stake by the Hanson Trust — the group involved in several takeover ventures last year. They are reported to have stepped up their stake — partly through nominee names — to just under five per cent.

As usual, every party involved is reluctant to point the finger openly. Boots' Terry Steel told C&D: "Hanson have got about three per cent and of course there are a number of shares which may be held under nominee names". But he was unwilling to plump for any one figure, and denied putting it at four to five per cent as quoted in last week's *Sunday Express*. "We feel Hanson have bought shares as a good investment", Mr Steel added. "As far as takeover bids are concerned, we never comment on what our reaction would be."

Hanson's Martin Taylor refused to talk about market rumours.

Dan Bunting, from the stockbroking firm Scrimgeour Vickers, pointed out that Hanson could have other motives for buying up stock. "They took a large holding in Boots when there was a lot of

stock around, placed to finance the Flint acquisition. Even if they'd had no intention of bidding and bought because it was cheap, their move would have made sense." The stock had recovered well from the price depression caused by a large issue, Mr Bunting commented. And good Christmas trade for Boots had given an extra boost. "From the stockbroker's point of view, Boots are always good trading stock," he added.

Scientific move from Fisons

Fisons have bought J.&W. Scientific, a US company, for \$10.4m (about £7m).

J.&W. make the capillary columns used in high resolution gas chromatography, and will join CMS Inc, part of Fisons' scientific equipment division. The Californian based firm's sales in 1986 were \$7.5m. Fisons forecast the market to grow at over 15 per cent a year.

A new contract services division has been set up by parcels carriers Bee Security Distribution, to deal with contract hire, truck rental and contract distribution from depots at Hinckley, Morley, Feltham and Linwood.

Paving the way for Safeway bid

As the deadline for Britain's Safeway Stores auction approaches, most bets are on Argyll or Tesco as the likely winners.

The 132 Safeway stores — around 30 with pharmacies — are being auctioned off to help pay the American parent's debts. Guesses as to the selling price have ranged from £550m to £750m.

One analyst who's been following the auction — Jill Johnson of James Capel stockbrokers — put her estimate "somewhere around £700m". The Monopolies Commission may want to cast an eye over either of the favourites; Tesco take over 11 per cent of the food retail market already, and, though Argyll's Presto stores are not as strong in the South, their market share in Scotland is substantial. But Ms Johnson pointed out: "The Commission has been inconsistent in the past, so it's difficult to tell".

Safeway's pharmacies would be a plus point for bidders, she believes: "It's been one of the areas that's attracted a lot of respect. Safeway pioneered it and Tesco have been developing the sector".

All will be revealed after the January 15 deadline for bids, set by bankers Morgan Stanley.

COMING EVENTS

AHDA for Brum

The Animal Health Distributors Association is holding its 1987 Conference at the Albany Hotel, Birmingham, on Friday, March 6.

Speakers will speak on the theme "Making a profit" in the morning session, and the afternoon will be taken up with a "question time" to a panel including the Pharmaceutical Society's assistant secretary Bruce Rhodes. A conference dinner will be held on the Thursday evening. Fees and applications from AHDA, 111 High Street, Tonbridge, Kent TN9 1DL.

Monday, January 12

Plymouth and District Branch, Pharmaceutical Society, 8pm, The board room, Derriford Hospital, Plymouth. Pathologist Dr A.C. Hunt, on "Experiences of a Practical Pathologist".

Southampton and District Branch, Pharmaceutical Society, 7.30pm, Mr J.R. Sharp, ABPI, Duphar Laboratories Ltd on "Original Pack Dispensing".

Tuesday, January 13

Lanarkshire Branch, Pharmaceutical Society, 8pm.

The Old Mill Hotel, Motherwell. Dr G.A. Hopkins, ophthalmic manager, Smith & Nephew Pharmaceuticals on "Contact Lenses and Contact Lens Solutions".

South West Metropolitan Branch, Pharmaceutical Society, 7.15pm in lecture theatre A, St George's Hospital Medical School, SW17. Dr P. Kopelman, consultant physician, on "Treatment of Obesity".

Wednesday, January 14

Isle of Wight Branch, Pharmaceutical Society, 7.30pm at the post-graduate medical centre. Allen and Hanbury video "Nebulisers in Question".

Liverpool Branch, Pharmaceutical Society and Liverpool Chemists Association, 6.30pm, Duncan Building, Royal Liverpool Hospital. Regional continuing education programme, "Diabetes — especially with relation to diet".

Sheffield & District Branch, Pharmaceutical Society, 8pm, the lecture theatre, Jessop Hospital. Miss Jane Long, Roc Laboratories (UK) Ltd, on the harmful effects of UV radiation on the skin.

Stirling & Central Scottish Branch, Pharmaceutical Society, 8pm, Mayfair Suite, Park Hotel, Arnothill, Falkirk. Dr. P.B. James, senior lecturer in Occupational Medicine on "Hyperbaric Oxygen Therapy".

Thursday, January 15

Ayrshire Branch, Pharmaceutical Society, 8pm, Piersland House Hotel, Troon. Detective Superintendent N. MacRae on "Drug Addiction — The Local Scene".

Bradford & Halifax Branch, NPA, 8pm, The Victoria

Hotel, Bridge Street, Bradford. Mr Eric Fortune, head of NPA Pharmacy Planning department, on consultancy and design for your pharmacy.

Dundee & Eastern Scottish Branch, Pharmaceutical Society, 7.30pm in lecture theatre 3, Ninewells Medical School. Mrs S. Taylor, Dundee on "The Art of Communication".

Edinburgh & Lothian Branch, Pharmaceutical Society, 7.45pm, 36 York Place. Professor J.

Hawthorn, Emeritus Professor of Food Science, Strathclyde University on "Food Additives — are they necessary?"

Halifax Branch, Pharmaceutical Society, 8pm, post-graduate centre, Halifax General Hospital. Dr Ian Jones, University of Bradford on the Nuffield Report.

Leeds & District Branch, NPA, 8pm, at Parkway Hotel, Otley Road, Leeds. Richard Strudwick on "Traditions and Duties of the Mace".

Weald of Kent Branch, Pharmaceutical Society, 7.30pm, the post-graduate centre, Kent & Sussex Hospital. Update by Mr Stephen Axon, PSNC on "NHS contract developments".

Saturday, January 17

Dumfries and Galloway Branch, Pharmaceutical Society, 7.30pm, Cairndale Hotel, Dumfries, Burns Supper.

Advance Information

Brighton & Hove Branch, NPA, staff training day, on February 3 at Langlords Hotel, Third Avenue, Hove at 9.45am-4pm. Cost £27.50 includes coffee, lunch and afternoon tea. Details from Mr D.J. Blake, 91 Blatchington Road, Hove, BN3 3YG.

Trade Fairs, Exhibitions, and Conferences in 1987

Receivership follows blaze

A chain of chemist shops in the Home Counties is in the hands of the receivers, after fire destroyed most of its accounting records.

Meadowell Ltd is being sold as a going concern by receivers Cork Gully. The chain consisted originally of six leasehold units, based in Bedfordshire, Buckinghamshire, Berkshire and Hertfordshire; three are now available.

Cork Gully's Mr Vooght said the main debtors were the firm's bank and the Inland Revenue. The directors have blamed the company's problems on a fire at Lower Earley, Reading, in November. This destroyed the main unit and many accounting records. It was not treated as suspicious.

Gerald Hughes, a former town councillor, headed the business, which is still trading. His Reading branch went up in flames on Saturday, November 8 during the early evening. The shop was next to an Asda superstore — which has no pharmacy — in an arcade. The whole precinct had to be evacuated. Though none of the stores was open, cleaners had arrived and staff were still at work packing shelves. Flames were reported to be 60 ft high, and it took seven fire engines an hour to bring the blaze under control.

The chain is advertised as having an annual turnover of around £1.5m.

A new brokerage has been formed to represent chemist manufacturers in the independent sector. Link Brokerage, founded by David Shepherd and Tom Lees, will cover manufacturers, wholesalers, multiples and drug stores, and is based at Colman House, Station Road, Knowle, Solihull, West Midlands.

Retail Profitability '87, February 17-19, Bloomsbury Crest Hotel, London. Workshop for small retailers on February 18. Details from Sue Newman, RMDP, 61-63 Ship Street, Brighton, Sussex BN1 1AE.

The Toiletries, Perfumery, Hairdressers, Accessories Trade Fair, February 21-25, Frankfurt. Details from Collins & Endres, 18 Golden Square, London W1R 3AG.

Gifts '87, February 22-25, Metropole Exhibition Centre, Brighton. Details from the Exhibition Manager, Gifts '87, Reed Exhibitions, Surrey House, 1 Throwley Way, Sutton, Surrey, SM1 4QQ.

Electronic Point of Sale . . . a new generation, February 24, Cafe Royal, London. Details from Sally Scarlett, Spectra House, 9a Peach Street, Wokingham, Berks RG11 1XJ.

Britchem — The British Chemists' Exhibition, March 7-8, National Exhibition Centre, Birmingham. Theme is "Pharmacy in the Future". Details from Tabcon Marketing Ltd, The Courtyard, 14 Muswell Hill Road, Highgate, London N6 5UG.

The Fourth Commonwealth Pharmaceutical Association Conference, March 9-13, Nairobi, Kenya. Details from The Secretary, Commonwealth Pharmaceutical Association, 1 Lambeth High Street, London SE1 7JN.

UKCPA annual meeting, March 14, Leicester Royal Infirmary. Details from Mike Burden (0533 552020).

Expo Shop '87, Retail Environmental Interior Design and Display Exhibition, March 15-18, National Exhibition Centre, Birmingham. Details from Trish Hetherington, Batiste Exhibitions and Promotions, Pembroke House, Campsbourne Road, Hornsey, London N8 7PE.

Neighbourhood Retailing, March 15-17, Novotel, Hammersmith, London. Details from Stephen Bozdan, Exhibition Manager, Morgan Grampian Exhibitions, 30 Calderwood Street, London SE18.

Retail EFTPOS and Financial Services '87, March 18-20, Novotel, Hammersmith, London. Details from Sally Scarlett, Spectra, Spectra House, 9a Peach Street, Wokingham, Berks RG11 1XJ.

Numark 1987 Conventions, March 21-24 (Lisbon) and March 21-28 (Lisbon and Estoril). Details from Mrs P. Tarr, Numark Central Office, Warminster, (0985 215555).

Guild of Hospital Pharmacists Weekend School, March 27-29, Nottingham. Details from Mr John Gilbey, City Hospital, Hucknall Road, Nottingham.

Vestrict 1987 Vantage Convention, April 9-12, Vienna. Details from David Taylor, Vestrict Ltd, West Lane, Runcorn, Cheshire WA7 2PE.

National Association of Women Pharmacists Weekend School, April 10-12, Edinburgh, a general refresher course. Details from Christine Glover, 190 Morrison Street, Edinburgh, EH3 8EB.

Cosmoprof '87, April 24-27, Bologna. Details from The Cosmetic Toiletry & Perfumery Association Ltd, 35 Dover Street, London W1X 3RA.

British Veterinary Exhibition, May 17-19, Kensington Exhibition Centre, London W8. Details from Trade Exhibitions Ltd, Exhibition House, Spring Street, London W2.

AESGP, June (dates to be confirmed), Vienna. Details from Gopa Mitra, PAGB (01-242 8331).

Nor'chem '87, The Northern Retail Chemists Exhibition, June 14-15, G-Mex Exhibition Centre, Manchester. Details from Trades Exhibitions Ltd, Exhibition House, Spring Street, London W2.

Shopex International '87 and Point of Sale at Shopex, June 14-18, Olympia Grand Hall. Details from Christine Wright, AGB Exhibitions Ltd, Audit House, Field End Road, Eastcote, Middlesex HA4 9XE.

National Pharmaceutical Association Show, June 21, City Hall, and Mallinson House, St Albans. Details from NPA (0727 32161).

International Symposium to discuss the Role of Women in Pharmacy, June 21-27, London. Details from Ray Whitehouse, Maret Conference Services, The Manor House, Southwick, Brighton BN4 4NB.

Colipa, Cannes, June 25-26, The 1987 General Assembly of the European Cosmetics, Toiletry, and Perfumery Manufacturers' Trade Association. Details from CTPA, 35 Dover Street, London W1X 3RA.

1987 Christmas Beauty Fair, June 28-30, The Mount Royal Hotel, Bryanstone Street, Marble Arch, London W1, (not in Brighton, as stated on C&D holiday chart). Details from Martin Cooper, Dutch Cottage, 131 London Road, St Albans AL1 1TA.

47th International Congress of Pharmaceutical Sciences (FIP), August 31-September 4, The Hague. Details from Felix Faure, FIP, secretariat general, 11 Alexander Straat, The Hague, Holland.

British Pharmaceutical Conference 1987.

September 14-17, Manchester. Details from Sidney Southwell, Pharmaceuticals Society, 1 Lambeth High Street, London SE1 7JN.

Point of Sale '87, Exhibition and Sign '87.

September 15-17, Business Design Centre, London. One-day POS conference runs alongside exhibition. Details from Trish Hetherington, Batiste Exhibitions and Promotions, Pembroke House, Campsbourne Road, Hornsey, London N8 7PE.

IFSCC 1987 Between — Congress Joint Conference, September 17-18, Munich. Cosmetic Science update '87: joint conference on dandruff, nails, hair growth, and hair dyes. Details from Dr R. Muller, secretary, German Society of Cosmetic Scientists, c/o Dralle GmbH, Gründgensstr. 6, 2000 Hamburg 60.

Chemex '87, September 20-22, Earls Court, London. Details from Trade Exhibitions Ltd, Exhibition House, Spring Street, London W2.

EPoS, September 29-Oct 2, The Barbican Centre, London. Details from RMDP, 61-63 Ship Street, Brighton, Sussex BN1 1AE.

The 1987 Eurocophar International Conference, October 4-7, Barcelona. Details from David Walker, Unichem (01-391 2323).

1987 Irish Pharmaceutical Conference, October 11-15, Rosslare, Co. Wexford. Details from Pharmaceutical Society of Ireland, 37 Northumberland Road, Dublin 4, Eire.

1987 Unichem Convention, October 14-21, Rhodes. Details from David Walker, Unichem (01-391 2323).

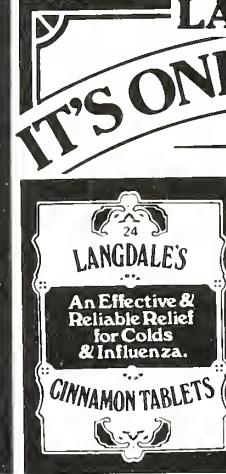
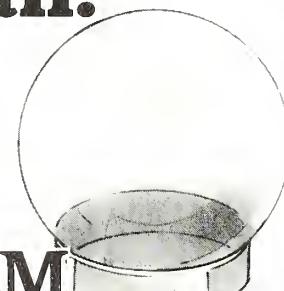
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Due to this success the company is embarking upon a major expansion of its O.T.C. business and organisational structure from 1987 onwards.

THE OPPORTUNITIES

In order to exploit the significant market potentials of its recent acquisition and its other O.T.C. products, the company wishes to recruit four key professionals to fill the new positions of KEY ACCOUNT MANAGERS in the following areas:

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THE MIDLANDS:

SOUTH ENGLAND(2)

These individuals will be primarily involved in the management of the company's designated key accounts in terms of retail pharmacy multiples and pharmaceutical wholesalers in the areas outlined above. The major promoted product will be the brand leader O.T.C. dermatological brand which will be marketed by our client from 1987 onwards.

It is planned that these individuals will form the basic management infrastructure around which future personnel expansion will be developed from 1988 onwards.

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Academic qualifications will not be a primary consideration in terms of selecting these individuals but candidates with some form of business qualification will be favoured due to the future potential for management development in this expanding O.T.C. division.

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BOX C&D 3192

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BOX C&D 3193

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New Zealand's largest pharmaceutical wholesaler, COMMUNITY PHARMACY LIMITED, requires agencies suitable for distribution through Retail Pharmacies in New Zealand.

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Well done, Jack!

Pharmacy dispensing assistant Jack Parkin had a nice New Year's surprise — he was among those awarded a British Empire Medal in the Queen's New Year's honours (see C&D last week).

Mr Parkin is celebrating 50 years in pharmacy this year and received the BEM for services to pharmacy and the community. He apprenticed in 1937 with Timothy Whites in Mumwell. When the company was taken over by Boots Mr Parkin moved to the pharmacy where he works in Barnsley, now called D.J. Manners (Hemsworth) Ltd.

Even with half a century's hard work behind him Mr Parkin has no thoughts of retirement: "I love the job; every day is different".

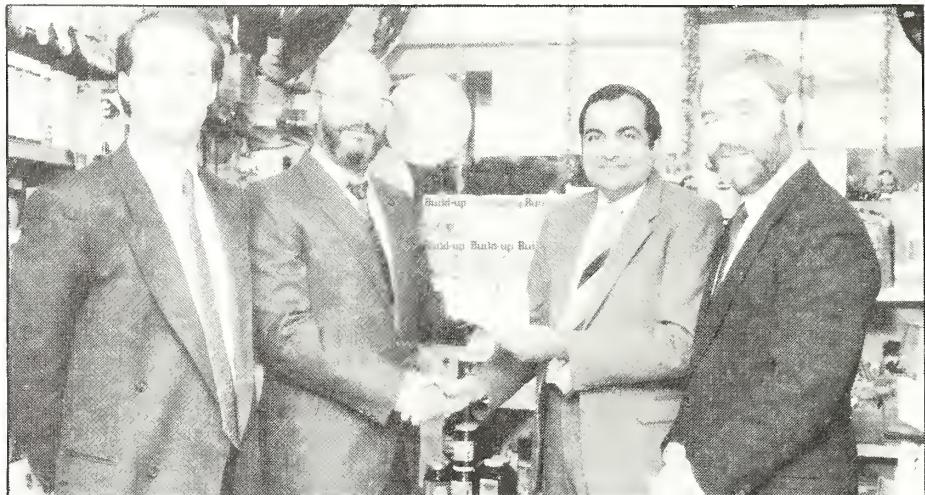
Society's new PR

The Pharmaceutical Society's new director of public relations is Mr Colin Woolford, who took up his appointment on January 5.

Mr Woolford, 46, has spent 20 years as a public relations practitioner and worked for Price Waterhouse as corporate relations manager, PA International as consultant in marketing communications, and the Burroughs Corporation as director of public relations for Europe. In 1983 he opened his own PR consultancy.



Winpharm managing director Bron Gorni (centre left) presents a gold disc to Unichem marketing director Bill Hart (centre right), to celebrate £1m of business in 1986. The presentation took place on December 10 at Sterling Winthrop House and was followed by a champagne luncheon. Also present were Adrian Browne (far right), OTC buyer for Unichem and a former *Chemist & Druggist* Assistant of the Year, and Chris Johnson, trade marketing manager, Winpharm



S. Jaffer Ali Abdulhussein, of Wilmhurst Chemists in Lancing, E. Sussex, receives his £1,000 prize for winning November's lucky draw in the penultimate Unichem "Passport to riches" game. Charles Fox of Bristol Myers presents the cheque flanked by Unichem sales representative Graham Moorcroft (left) and David Lakin (right) area sales manager

Bowing out

Kings Langley pharmacist John Kinloch is due to retire this month after working in the same pharmacy for nearly 48 years.

Qualifying in Glasgow in 1930 he moved to England to find work during the depression and took the first job that came along — in community pharmacy in Herts. He bought his own business, John Kinloch

(Chemists) Ltd, on Kings Langley High Street in 1939.

Although still fit and active, Mr Kinloch decided it was time to sell the pharmacy, which had become more demanding over the years. He told C&D he would be sorry to leave because he would miss the customers he had grown to know well through working in a small village. He may do the occasional locum.

He has been involved in local politics, was a magistrate in Hemel Hempstead and was on Herts LPC for 18 years.

APPOINTMENTS

Crookes' head

Crookes Products are now under the leadership of Kevin Wilson, former head of sales, who has been with the company for four and a half years. As head of sales and marketing, Mr Wilson will have responsibility for both departments created in the company's restructuring (C&D December 6, p972). Malcolm Philips becomes the new marketing manager.

Glaxo Holdings plc: Mr John Burke and Dr Hugh McCorquodale have been elected to the board of Glaxo and its subsidiary Glaxo Group Ltd. Mr Burke joined in 1985 as managing director of the UK's Glaxo Pharmaceuticals. Dr McCorquodale was recently succeeded as managing director of Glaxochem.

Glaxo Group Research Ltd: Dr Richard Sykes has been appointed chief executive. He will be responsible to chairman Dr David Jack. Dr J. Barrie Ward, director of microbiology, has been appointed to the board.

Independent Chemists Marketing Ltd: Colin Warrilow from Macarthys Medical joins the Board.

North West Pharmaceutical Group: Phillip Wright is elected chairman. Mr Wright, production director of E.R. Squibb & Sons, takes over from John Maynard, public affairs manager of ICI Pharmaceuticals.

Rorer Health Care Ltd: Mr Ken Fitch is taking early retirement and his successor has been named as Mr John Michelmore, who takes up his office as chairman and managing director.

Mr Fitch was with the company for 24 years.

David Anthony Pharmaceuticals: Mr David Goss takes up the newly created board position of sales director. He joined DAP in May 1986 as sales manager, having previously spent three years at Crookes Laboratories.

Regency Film Services: Malcolm Thomson, who was responsible for the company's recent reorganisation, has been appointed managing director. He takes over from Richard Cross, who remains company chairman.



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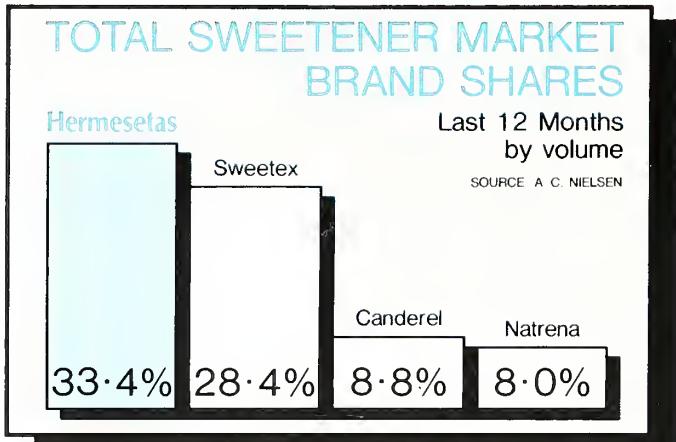
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